

# CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

MAY 5 1979

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### Industry's 'manifesto' for the next government

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**Incorporating Retail Chemist**

5 May 1979

Vol 211 No 5167

120th year of publication

ISSN 0009-3033

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Published Saturdays by Benn Publications Ltd  
25 New Street Square, London EC4A 3JA. Tel: 01-353 3212

Editorial and Advertisement Offices  
25 New Street Square, London EC4A 3JA. Tel: 01-353 3212  
Telex 27844

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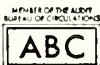
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Subscription Department

125 High Street, Colliers Wood, London SW19 2JN.  
Tel: 01-542 8575

Subscription

Home £25 per annum. Overseas £30 per annum.  
60p per copy (postage extra)



Member of the Audit Bureau of  
Circulations

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5 May 1979

## COMMENT

### Nothing to lose

Mr David Ennals, Secretary for Social Services, has "reconsidered" and has allowed Department of Health evidence to go forward to the independent chemist remuneration panel in advance of the general election—a development which he had blocked only a week earlier (p640). But in so doing, he has written to PSNC chairman David Sharpe a letter of the kind that might be expected from a man who knows he has nothing more to lose in respect of the pharmaceutical profession, rather than a politician's "let-out".

Mr Ennals first admits (sorry, "makes it clear") that the Department's evidence is "based on the policies of present Ministers." But what is there to have a policy about on factual evidence? Pharmacists have been asking successive governments, and will be asking the panel, merely to ensure that the public gets an adequate and secure pharmaceutical service under the NHS at a price that is both fair to the taxpayer and to those under contract to provide the service. Hopefully, the Department will have the same objective and will leave the panel to assess what constitutes "fair" in this context.

With that in mind, it is doubly devious of Mr Ennals to accuse Mr Sharpe of having "sought to make a political issue" out of his decision. Where has the Secretary of State been for the past year? Ever since PSNC stepped up its public and Parliamentary campaign there have only been two "political" sides—David Ennals and the DHSS versus the rest!

### A use for talent

At first sight, C&D's correspondent Mr S. K. R. Patel (p663) has a point when he reacts strongly against being unable to stand for election to one of the Pharmaceutical Services Negotiating Committee regional seats because he is not already a member of a Local Pharmaceutical Committee. Democracy would seem to require that anyone should have such an opportunity, so that talented people may be elected on their merit (in the words of Mr Patel).

But look again at the committee's title, and in particular at one word—"negotiating." It is that role which singles the committee out from a "talking shop," and gives it a single purpose in life. It is where policy is formulated and put into effect, but it is not the final arbiter on policy. PSNC may be seen in relation to the cabinet in British parliamentary government, which must seek the approval of MPs for its policies: Its ministers negotiate with groups outside Parliament and with other nations, but must stand scrutiny by the two Houses. Similarly, PSNC must seek the approval of LPCs for its actions, since it is required to be "representative" of contractors.

In fact, of course, PSNC has become more "democratic" than was originally thought necessary, having now a large proportion of directly elected rather than nominated members. But surely the "negotiating" role requires that it be composed of people with a sound and proven knowledge of the workings and funding of the NHS contract—a grounding more likely to have been secured in LPC service than from a sudden urge that "I must be able to do better than this lot!"

If there is "talent" not being utilised at present by LPCs, let it come forward in the next LPC election. And we hope that Mr Patel will find a better outlet for his own energies than in taking PSNC into court action, as he threatens.

# David Ennals gives way—evidence goes to the panel

Department of Health evidence has, after all, gone to the independent panel on chemist contractors' remuneration without waiting for the result of the general election. The panel met for the first time on Monday.

Mr David Ennals, Secretary for Social Services, announced his change of heart on Monday in a letter to Mr David Sharpe, chairman of the Pharmaceutical Services Negotiating Committee—but he also regrets that the PSNC should have made it a "political issue". Mr Ennals' letter reads:—"My decision was in line with the normal procedures during a general election. But in view of the strength of feeling reflected by your letter I have reconsidered my decision and am now prepared to authorise the submission of the Department's evidence as soon as possible.

"I must however make it clear that the evidence has been based on the policies of present Ministers. Therefore, whatever the outcome of the general election, it may be necessary to amend or supplement it in accordance with any new policies which may be adopted by incoming Ministers.

"You will appreciate, therefore, that the early submission of our evidence will not necessarily reduce the total length of time the panel will need to complete its work: in any case it is highly likely that, at the outset, the panel will be fully occupied in absorbing the background to the dispute and in resolving any problems which may emerge from its examination of the large volume of correspondence with which it has already been supplied.

"I regret that you should have sought to make a political issue out of this and trust you will inform the leader of the Opposition that the panel has already been established."

The discussion at the panel meeting was restricted to timetable and procedural matters. When evidence from both sides has been exchanged replies to the other side's evidence will also be exchanged if possible before the next panel meeting on June 4. The panel is expected to report by July 31.

## Norfolk launches medicines campaign

The Norfolk Medicines with Respect campaign was launched last week, and is a joint approach by the area health authority and local authorities. The campaign is being organised by a joint officer working party, the chairman of which is

Mr D. Carrington, Norfolk Area Pharmaceutical Officer. Represented on the working party are pharmacists, doctors, nurses, health education officers, AHA administrators, home safety officers and the police.

The idea for the local campaign came from the Norfolk Area Pharmaceutical Committee. Included is a schools education programme, an adult publicity campaign and an unwanted medicines collection. Mr R. C. Frostick, Norfolk AHA chairman launched the campaign and presented prizes for a schools competition in progress from the beginning of the year. The winning entries will be used as publicity material.

## Welsh LPCs may aim to replace PSNC

Welsh Local Pharmaceutical Committees are seeking support among other LPCs to discuss the setting up of a new representative body recognised by the Secretary for Health and Social Services in place of the Pharmaceutical Services Negotiating Committee. At an informal

meeting of representatives of LPCs in Wales, the following resolutions were passed:—

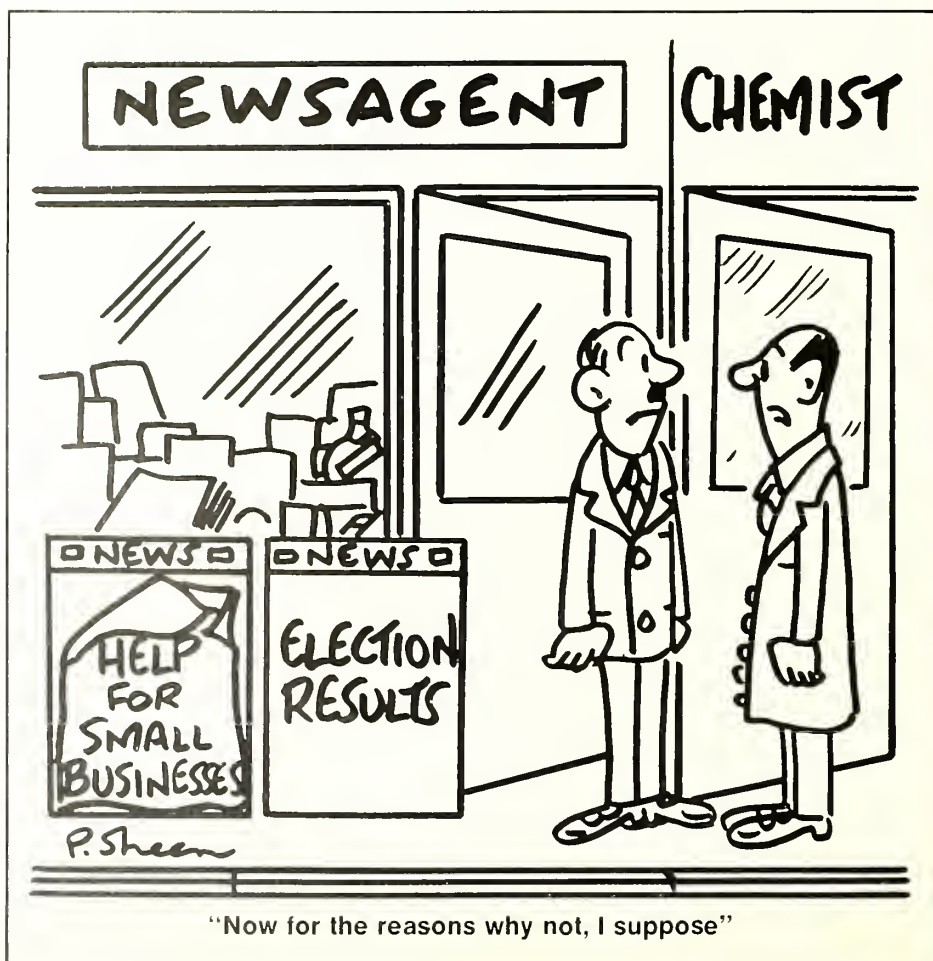
□ That PSNC be called upon to implement forthwith the decision of the conference of representatives of LPCs of November 1978, that paragraph 12 of the written constitution of PSNC be amended to read "that the written constitution shall be altered only by resolution of a conference of representatives of local pharmaceutical committees."

□ That should PSNC fail to amend paragraph 12 by the end of July, appropriate action be taken to convene a special conference of representatives of LPCs in accordance with the constitution to discuss the following proposal:

"That due to the failure of PSNC to implement the decision of the conference of representatives of LPCs of November 1978, by amending paragraph 12 of the constitution, this meeting takes the necessary action to obtain recognition by the Secretary of State for Health & Social Services as being the body representative of chemist contractors under the appropriate Act of Parliament." Mr I. Phillips, secretary of Mid-Glamorgan LPC, says that because 25 LPCs are required to call a special conference, any LPC which would support such action should contact him.

## Gyno-Daktarin

Janssen Pharmaceutical Ltd have now been advised by the Department of Health that their new Gyno-Daktarin tampons will be classified as a drug for NHS purposes and may be prescribed on Forms FP10.





# NHS share goes up to two-thirds

National Health Service dispensing accounted for 67.4 per cent of independent retail pharmacies' turnover during January and February, according to the A. C. Nielsen research company. The latest *Retailer Bulletin* shows that for multiples and Co-operatives (excluding Boots) NHS was 52.7 per cent of turnover. Because of a change in data sources the figures cannot be strictly compared with the same period in 1978. However, for that period multiples and Co-ops NHS was 54 per cent, large independents' 64.9 per cent and small independents' 62.7 per cent.

Total cash and NHS for pharmacies was £183,357,000 during January-February. For multiples and Co-ops cash and NHS for the period was £24,624,000 (13.4 per cent) and for independents £158,733,000 (86.6 per cent). Average number of prescriptions dispensed during December 1978 were 2,441 for multiples and Co-ops and 2,874 for independents whilst in January 1979 they were 2,488 and 2,964 respectively.

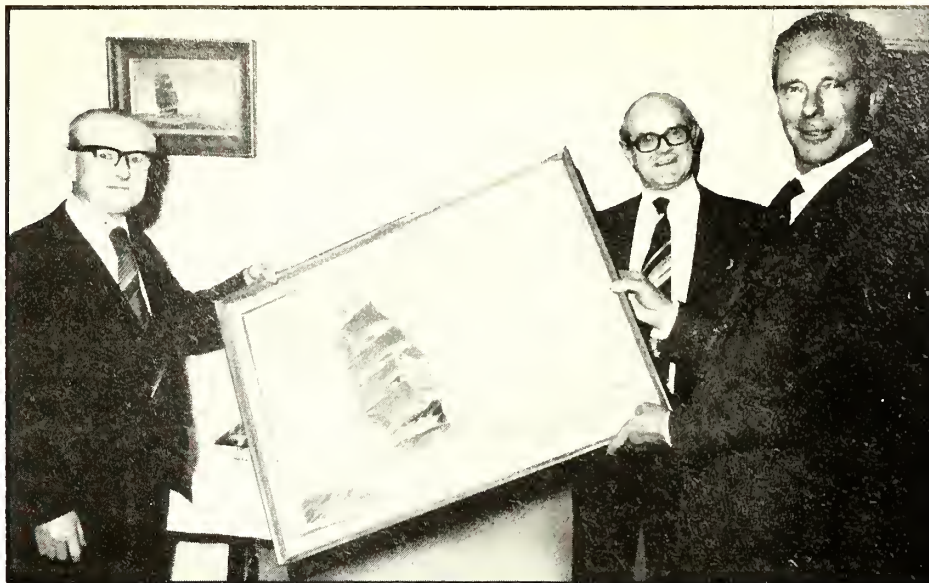
Average cash sales per week for January-February were £831. For multiples and Co-ops they were £1,071, for independents £745 and for drug stores £1,106. Cash sales for full period were £77,066,000 for pharmacies and drug stores split as £63,381,000 (82.2 per cent) in pharmacies and £13,685,000 (17.8 per cent) in drug stores.

## Makers say 'sweets are good for you'

Survey data published by the Ministry of Agriculture, Fisheries and Food shows that the normal British diet is close to the Medical Research Council's recommended nutritive composition, according to a booklet published by the Cocoa, Chocolate and Confectionery Alliance. However, the statistics show a tendency to deficiency in the average supply of energy, more apparent in families with a large number of children.

But as the survey does not include foods such as confectionery eaten out of the home, it is not thought to reflect serious deficiencies. The industry claims that this confirms the belief that confectionery, primarily an energy food, plays an important part in the average diet. The British public, on average, consume about eight ounces of confectionery per person per week and this level of consumption has changed little over the past 25 years.

The booklet throws doubt on the suggestion that confectionery is harmful to health. Confectionery provides less than 5 per cent of the average calorie intake



Mr C. R. Thewlis MPS (left) of Cleveland receiving the first prize of an original oil painting by Mr David Cobb (right) from Mrs T. R. Irwin (centre), deputy managing director of Merrell in the Merocets and Merocet Golden Investment Competition at a dinner on board the old Thames barge, "The Lady Daphne" on April 5. The canvas (valued at 1,000 guineas) depicts the clipper "Cutty Sark" overhauling the steamer "SS Britannia" en route to Australia

and the booklet says that sugar has not been proved to be a significant factor in heart disease. It also says that very little scientific evidence backs the widely-held view that confectionery is a major cause of tooth decay.

## No injunction on 'chiropody sponge'

In the High Court on April 25 Mr Justice Whitford refused to grant an injunction to Comopharm Ltd (trading as Newtons Laboratories) to restrain Holdwood International (Cosmetics) Ltd from describing their product Refresh as a "chiropody sponge", pending the trial of an action brought by Comopharm against Holdwood seeking a permanent injunction and damages.

In the course of this judgment Mr Justice Whitford said that although Comopharm had claimed that the words "chiropody sponge" had become identified with the Newtons chiropody sponge, they had not produced any evidence to this effect and, accordingly, the application would be dismissed on the grounds that on the evidence before him Comopharm did not have an arguable case. Further, Mr Justice Whitford said that even if he had found that Comopharm did have an arguable case, he would not have granted an injunction in the circumstances.

The result is that Holdwood can continue to describe its Refresh chiropody sponge as such unless the court orders otherwise in any subsequent proceedings.

## Addict given 'last chance'

A man who stole Controlled Drugs including morphine from a Flackwell Heath chemist was given "one last chance" by a High Wycombe court. The

court heard that Steven Merrel had now "kicked" the habit after taking drugs regularly for about eight years. He had broken into Stapley's Chemist, Straight Bit, Flackwell Heath, just before Christmas, and after breaking into a drugs cabinet stole more than 730 tablets.

Mr Merrel was put on probation for two years and told by the chairman of the bench: "We are prepared to give you one last chance . . . but you can rest assured it will be your last."

## Local council asks for a chemist

A Buckinghamshire council has insisted that a doctor's surgery and dispensing chemist are included in a 251-house estate before it considers any detailed plans. The site is near High Wycombe and the developers have submitted outline plans for the estate to include 251 homes, a children's play area, landscaped woodland and a parade of four shops.

Now Wycombe District Council is to ask the developers to plan for a doctor's surgery and accommodation and for a dispensing chemist shop nearby. They are also writing to the two professional associations for advice about attracting a doctor and chemist to the development.

## Hypovase charges

The Department of Health has reaffirmed that Hypovase starter pack attracts two prescription charges, despite advice to the contrary from the Pharmaceutical Services Negotiating Committee. PSNC has received a large number of inquiries from contractors regarding the note in the *NHS Newsletter*. PSNC suggests that should patients query the ruling they be referred to the Department of Health, telephone 01-703 6380.



# 'Cut the interference' ABPI tells next government

"Let us get on with the job without needless time-wasting and costly interference." That message to the incoming government was spelled out by Dr Peter Main, a vice-president of the Association of the British Pharmaceutical Industry, at the Association's annual dinner last week.

Dr Main presented a "manifesto" the industry hoped the next administration would adopt, with top priority going to a relaxation in the weight of legislation affecting the conduct of its business. "We acknowledge that some of the legislation has been justifiable and beneficial. But in many cases government has legislated to control trivial matters and in so doing has produced a cumbersome and expensive regulatory edifice. Much of this edifice serves little useful purpose so far as the well-being of the public is concerned, and positive harm for our industry.

## Wasted effort

"What possible public benefit has been achieved by the Government's insistence on some of the requirements of the Advertising Regulations, such as the size of reminder advertisements? We are not convinced that it is a legitimate role of government to dictate the size of 'abbreviated' advertisements in medical and other professional journals. Even less for it to specify type sizes for certain elements of those advertisements. Yet those very matters were considered important enough to have occupied senior civil servants over many months—and as a consequence to have occupied the time and efforts of senior executives of our industry."

## Products delayed

Dr Main—who was speaking in place of retiring president Frank Goulding, unable to be present for family reasons—said that of more fundamental concern was the effect the ever-increasing delay caused by regulations relating to the testing of new products was having on pharmaceutical research and innovation. "This includes guidelines imposed by the Department which, while having no statutory standing, nevertheless, so far as we are concerned, have the force of law." The speaker accepted that governments have a responsibility to protect consumers against unsafe products, "but no medicine can be 100 per cent safe in 100 per cent of patients. And no one has a greater vested interest in making products as safe as is scientifically and humanly possible as we, the manufacturers of medicines."

A balance must be struck between risks associated with the use of medicines and risks that would emerge if patients were deprived of valuable new products. Twenty years ago it took, on average,

two to three years to bring a new medicine through development and testing procedures; today development time in the UK was seldom less than 10 years and could be as much as 20 years. "Our message to the next Government is simple—spare us from new legislation and relieve us from the effects of some of the existing regulations," said Dr Main. The industry had a positive balance of payments, invested in the UK, had a good industrial relations record; could create more jobs, and was forward-looking, dedicated to innovation. "But innovation needs a supportive, not a restrictive, political environment."

## 'Manifesto' for small businesses

The National Chamber of Trade joined forces with other organisations to issue a joint "manifesto" to election candidates on behalf of small businesses. The other groups include the Association of British Chambers of Commerce, the Confederation of British Industry, the Institute of Directors, the National Federation for Self-Employed, and the Association of Independent Businesses. The "manifesto" sets out the reasons why small businesses are an election priority and says they do not seek special treatment only fair treatment.

## Record prizes for Innovator Award

The 1979 TDC Innovator Award, the competition for companies based on new technology, has been opened by Technical Development Capital (TDC) a subsidiary of Finance for Industry. The award is presented annually for the best business plan based on technological innovation, whether it is a product process or service.

Now in its seventh year, the Award is

carrying its highest ever prize money, a record £35,000. Of this, £20,000 will go to the outright winner and up to three runners-up will receive £5,000 each.

Entries for the Award must be received by Technical Development Capital Ltd, 91 Waterloo Road, London SE1 8XP no later than July 2. Further information is available at the same address.

## Woolworths give Chanel undertaking

F. W. Woolworth & Co gave undertakings in the High Court on Tuesday to give seven days' notice of any intention to sell perfumery products marked or marketed as "Chanel" which do not originate from Chanel Ltd. They also pledged not to sell or distribute toilet water in a sales "get-up" similar to that of a carton and atomiser exhibited in evidence.

The undertakings are effective until judgment or further court order in an action in which Chanel Ltd are seeking to stop Woolworths selling Chanel-marked products not manufactured by Chanel Ltd.

## Health centre news

**Cleveland AHA** is hoping to make alterations and additions to the health centre at Coatham Rd, Redcar, including extra surgery and examination facilities.

**Nottinghamshire AHA** is seeking planning permission for a health centre on a site adjoining George Road and Musters Road, West Bridgford, Notts.

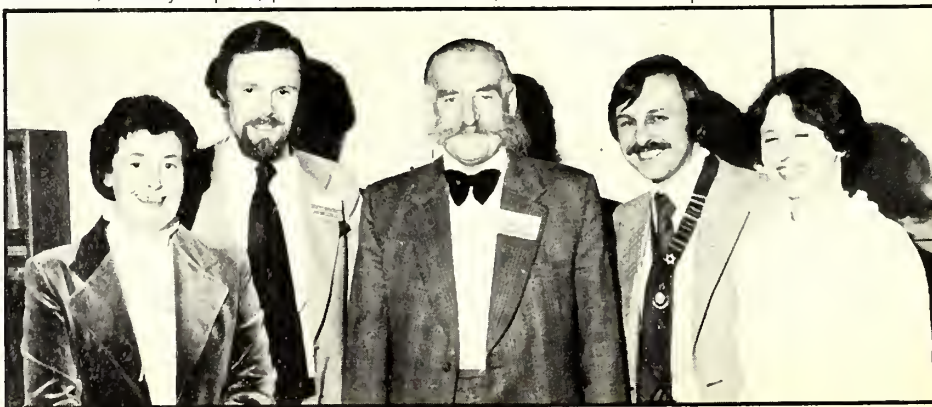
**Trent RHA** has plans to start building a health centre at High Street, Collingham, Newark, Notts. It will cost £200,000.

**North Yorks AHA** plans to start building a £250,000 health centre on Harrogate's Jennyfields estate this summer for completion by end of 1980.

**Gloucestershire AHA** has outlined plans to build a health centre and access at Yorkley, Forest Of Dean, Glos.

**Manchester AHA** plans a health centre adjoining 491 Palatine Road, Northenden, Greater Manchester.

A party of retail pharmacists and their wives from the Leeds Jewish Pharmacists' Association visited the pharmaceutical manufacturing plant of Approved Prescription Services at Cleckheaton on April 25. The photograph shows, from left to right, Joyce Kearney, Yorkshire representative; Keith Hemingway, managing director; Stanley North, chairman; Jeffrey Caplan, president of the LJPA, and Mrs Linda Caplan





# How to treat irritated customers.

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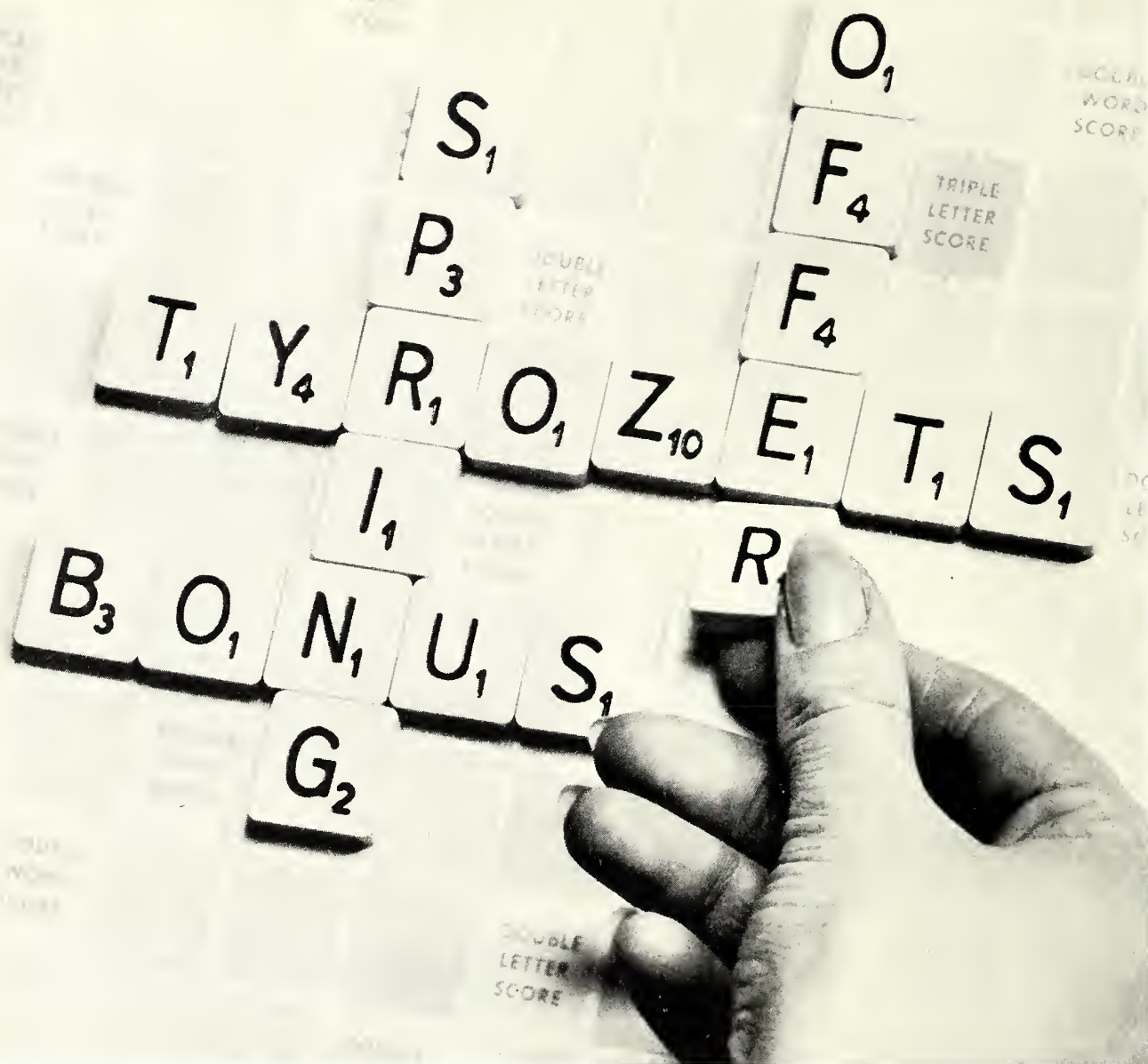
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**Mr Richard Cumberland**, MPS, of Nottingham won his way into the second-round of BBC Radio 4's "Brain of Britain" competition last week. He came second in his Midlands heat with 12 points against the winner's 18 points.

**Mr Colin Carlton**, MPS, of Ossett, Yorkshire, is to be the new Mormon Bishop of Wakefield. Mr Carlton, who lives in Gagewell Lane, Horbury near Wakefield qualified in 1960 and opened his pharmacy in Ossett in 1963. He joined the Mormon church nine years ago and has been on the area advisory board for two years.

**Mr R. Anderson**, FPS, has been elected president of the Proprietary Articles Trade Association. Mr Anderson qualified in 1933 and after a short period as manager in Shropshire he started business on his own account in Milngavie, Glasgow. A member of PATA Council since 1964, he is immediate past-chairman of the Scottish Pharmaceutical Federation, and was for six years a member of the NPU Executive.

Messrs **E. H. Butler**, **T. Marns** and **J. R. Marshall** are PATA vice-presidents.

## Deaths

**Campbell:** Mr Robert Victor Campbell, MPSNI, 16 Farham Park, Bangor, co Down, on April 11 after a short illness. *Mr Porter, secretary of the Ulster Chemists' Association* writes: "Mr Campbell was in business for upwards of 30 years at 1 Belfast Road, Bangor. He was very actively involved in public affairs and was a former mayor of Bangor and in recognition of his services was highly honoured in being made a freeman of the borough. Mr Campbell is survived by his wife, two sons and two daughters."

**Davy:** Mr Arnold Smith Davy, MPS, of 52 High St, Idle, Bradford, on 23 April at Freeport, the Bahamas.

## News in brief

□ Chemists and appliance suppliers in Scotland in January dispensed 2,930,000 prescriptions at an average gross cost of £2.47 per prescription.

□ Chemists and appliance suppliers in Northern Ireland in February dispensed 1,052,131 prescriptions (649,363 forms) at a gross cost of £2,539,028 representing an average cost of £2.41 per prescription.

□ A 4p leaflet on "The prevention of contact dermatitis in photographic work" has been prepared by the health and safety department of Kodak Ltd, PO Box 66, Hemel Hempstead, Herts.

□ A catalogue of training aids giving full details of the Distributive Industry Training Board's range of aids has been published. It is available from DITB, MacLaren House, Talbot Road, Stretford, Manchester M32 0FP.

by Xrayser

## No agencies?

As if to follow up my comments concerning the route by which Charlie found its way into the cash-and-carry outlets and Woolworths, I recently received a letter from Chesebrough-Ponds, concerning the sale of Cachet through that famous five-and-ten-cent store. But more interesting to me was the list of other desirable agency perfumes also being sold there. You probably had the letter as well, but look at the names . . . Coty L'aimant, Masumi, Imprevu, Fabergé Kiku, Xanadu and Cavelle, some of the Yardley range, Max Factor Blasé (and Creme Puff), Charlie of course, and Jontue, Chanel No 5, Rochas, Tweed, Tramp, Sukina . . . etc.

As those of you who shop around will have realised, not all of these are winners—indeed Imprevu, Masumi, Blasé, Khadine, Sukina, and Tabu I think were available in last year's packs in some of the "swag" traders, and from conversations I had with one such it seems some of his stock had been jobbed off by the manufacturers themselves, being returns following poor Christmas sales or promotions. Some also he thought had come in from France, so that I was able to add Dorothy Gray to my list of names. As a retailer with a relatively small business, the thought of being able to pick up a limited stock of the famous-name perfumes has always been particularly attractive to me since I haven't the potential to turn over stock fast enough to warrant taking another agency. You may remember I discussed this earlier last year. I even had a letter at the time from a group of interested wholesalers who suggested I might be able to help them get stocks to distribute. I couldn't answer it because I don't know how to get stocks any more than they do!

So my first reaction to the Cachet letter, was "Great! Let's hope I can get some too." But needing a sounding board I 'phoned the Editor who (blast his cotton socks) had the gall to convince me that the creaming off of agency lines would in the long run finish agencies for good. The reasoning is that the public expect and get a full choice and competent advice from agents, and while it is true that in any range a few items may provide a major part of the turnover and profit, an agency's success depends on choice. If the top lines are available any old where, the agency is rendered uneconomic. Obvious. Another danger in a non-franchise national chain getting fast stock and selling it lies in the fact that by calling on the Office of Fair Trading they might try to force the makers to supply what they want (claiming restraint of trade) by proving their demands with figures of sales already made. I don't like it. If it were to succeed, not only would the makers be damaged, and agents give up, but the public itself would lose that intangible stimulus which buying an exclusive luxury gives. This simple pleasure, or whatever our psychologists may call it, is the sole reason for the success of our agencies.

## Fooled again

I'd hardly put down my pen on a blistering piece about Mr Ennal's latest panel tactic when the Editor (yes, him again) was on the 'phone suggesting I take it easy as the man had since capitulated (I'll take a bet Mr Ennal's doesn't see it that way, though).

Just what do you do with politicians? As a profession we've coaxed, bullied, informed and threatened, and as a breed they've . . . served their own ends? By the time you read this we'll be well on the way to knowing which party managed to pull the most wool over our national eyes, and by next week we should also know who pharmacists' next tormenter is to be. And guess what—I'm looking forward to a change, any old change, because this member of the "people" thinks he's been fooled for long enough.



# COUNTERPOINTS

## Bristol-Myers relaunch Fresh and Dry and promote Mum without Emily

Bristol-Myers have relaunched the Fresh & Dry range of antiperspirant deodorants with a new variant, a new perfume for the herbal aerosol, and an improved formula for the roll-ons. The active level of ingredient in the Fresh & Dry roll-ons is said to have increased from 12 per cent to 22 per cent. The variants available in roll-on form are new floral, herbal, alpine and daybreak.

In aerosol form, the variants available are new floral, herbal, daybreak and light powder. The floral variant has a soft,

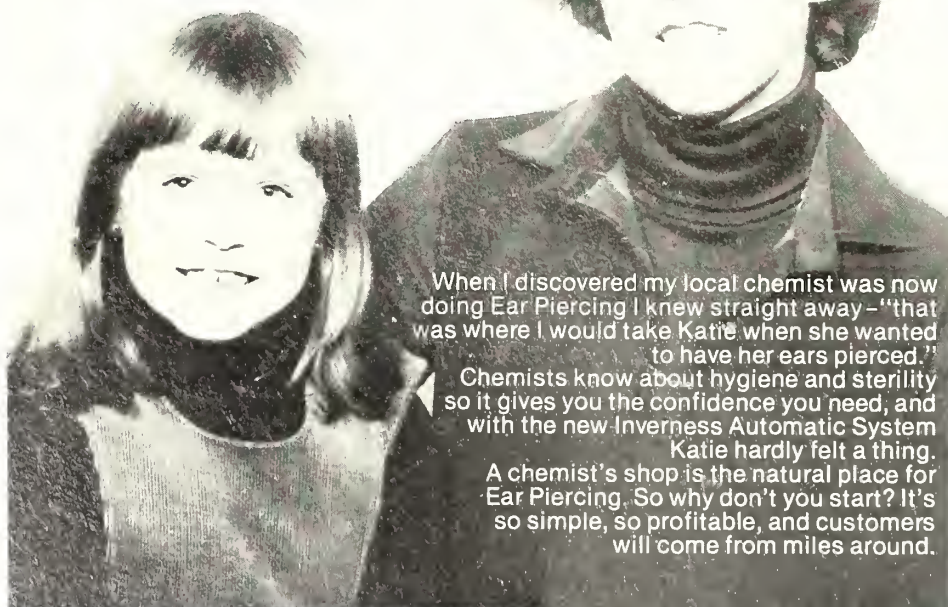
feminine fragrance, and offers the consumer an extra choice within the current range. The existing herbal variant also has a new perfume.

The company are also offering a free refill with every pack of 28ml Mum antiperspirant deodorant. The offer, which runs to the end of June, is aimed at encouraging and increasing brand loyalty. It is applicable to all variants, including the new wild orchid fragrance, which is said to have been well received by both trade and consumers.

A new advertising campaign worth £1 million is currently being screened for Mum. In place of Emily the cartoon girl, there is a new commercial which takes an aggressive stance against aerosols. Called "Hands up for new Mum", the commercial features two women, a Mum user and an aerosol user. The Mum user is confident to lift up her arm without worrying about wetness, whereas the aerosol user is less so. As a result of extensive new clinical trials, Bristol-Myers say that they can now prove that Mum is more effective than leading aerosols, and this is the theme of the new commercial.

In addition to the national television campaign, Mum will also be advertised on radio. A series of commercials commencing end of May will run throughout the summer at peak listening times in the London area. *Bristol Myers Co Ltd, Station Road, Langley, Slough SL3 6EB.*

## My daughter's ears were pierced at a chemist



When I discovered my local chemist was now doing Ear Piercing I knew straight away—"that was where I would take Katie when she wanted to have her ears pierced."

Chemists know about hygiene and sterility so it gives you the confidence you need, and with the new Inverness Automatic System Katie hardly felt a thing.

A chemist's shop is the natural place for Ear Piercing. So why don't you start? It's so simple, so profitable, and customers will come from miles around.

**PEOPLE TRUST  
CHEMISTS**

**INVERNESS**  
Automatic Ear Piercing System



Louis Marcel Ltd, 12 Bexley Street, Windsor.  
Telephone: Windsor 51336.

Please send me the Inverness brochure  
Please ask a representative to telephone me to arrange  
a no obligation demonstration

Name

Address

Telephone No.

## NPA sweets

The NPA is introducing three confectionery lines into the range of products. Made by Barker & Dobson they are strong mints, barley sugar and blackcurrant and liquorice. An introductory offer will be made to the consumer of £0.26 per pack.

Other consumer offers are 2p off micro-mesh and run-resist Ballito tights and 16p off support, 3p off Nucross glucose and up to 9p off the Nusoft baby toiletries—powder, cream, lotion, oil, shampoo—and up to 7p off their paper products, such as Hanx Mansize tissues, Nusoft 50s tissues and Nusoft kitchen towels.

As usual the retailers will be offered case bonuses on all these products as well as Sylvania flash, hot water bottles, methylated spirit, and rose hip syrup and concentrated orange. *ICML 51 Boreham Road, Warminster, Wilts.*

## Anais Anais by Cacharel

Anais Anais is a new fragrance created by the French designer, Cacharel. It is a blend of floral essences, jasmine, rose and iris with the woodier perfumes of vetivert, patchouli, mousse de chene and euir de Russie. The perfume (14ml, £10) is in a glass bottle with silver base and cap. The eau de toilette (48ml, £6.50; 98ml, £8.50) and natural spray 48ml, £7.50) are in white porcelain glass bottles. A soap (100g, £2.25) is also available. *Distributed by Golden Ltd, Berkeley Square House, Berkeley Square, London W1A 1BX.*



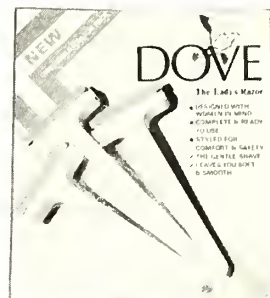
# New Dove 3 disposable razors - for ladies only

Stock our new disposable razors and you could help put an end to one of the great bathroom arguments. For women who want a smooth comfortable razor can at last have a disposable all of their own.

Dove's arched handle and angled blade design is ideal for women and its distinctive grey and white colour means it won't get confused with traditional mens razors.

In its attractive pack Dove is sure to be a big seller, so contact your local wholesaler or Holdwood today and put your razor sales a cut above everybody else.

Holdwood International (Cosmetics) Ltd.,  
Guildford Chambers, 54 Cheapside, Luton, Beds.  
Tel (0582) 39606



Order now from  
Numark, Sangers,  
Unichem or your local  
wholesalers.



**Husbands everywhere  
are crying out for the new  
Dove ladies razor**





Products for the care and maintenance of:

### HARD CONTACT LENSES

Liquifilm Wetting Solution, Clean-N-Soak, LC-65 Cleaning solution (15 & 60ml), Soakare Soaking Solution, Blink-N-Clean, Total All Purpose Solution (60 & 120ml).

### SOFT CONTACT LENSES

Hydrocare Soaking and Cleaning Solution (120 & 240ml) Hydrocare Protein (Enzyme) Remover Tablets (12 & 24), Hydrocare Economy Pack (Tablets & Solution), Hydrocare System Pack, Hydrocare Boiling-Rinsing Solution (Allergan Preserved Saline Solution).

### EYE CARE PRODUCTS

Liquifilm Tears, Prefrin Liquifilm Eye Drops.

### STARTER PACKS

Hydrocare Intro Pack, for soft contact lenses, Clean-N-Soakit Prep Pack, Clean-N-Stow Prep Pack, System Pack, for hard contact lenses.



Allergan Limited  
Bourne House  
Wharf Lane  
Bourne End  
Bucks SL8 5RU

Tel: Bourne End (06285) 27778

# PHOTOGRAPH YOUR COPPERTONE DISPLAY FOR OUR COMPETITION

*This summer, every month from May to August inclusive, we're giving away ten cash prizes for the best suntan displays featuring Coppertone.*

*Each month's winner walks off with £50, while the nine runners-up get £20 apiece.*

*And you can afford to display our products freely. Because, under our No Risk Guarantee, you only pay at the end of the season - and then only for the stocks you've actually sold.*

*The first month's competition opens on May 1; each month's winners will be listed in the trade press.*

*But do act quickly. What with our National Poster campaign and our £2,000 consumer competition, your stocks could sell out rather quickly this year.*

*So get a good picture of your display while it's still intact. Then write your name and address on the back and be sure to post it straight away (to reach us by May 26th at the latest).*

*After all, it could well be the most lucrative holiday snap that you'll handle all year.*



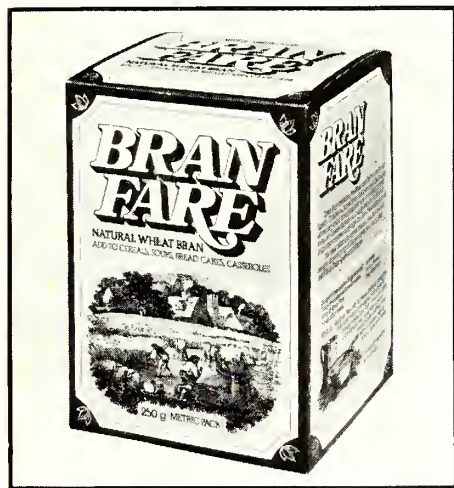
## BEFORE IT'S TOO LATE.

*The Coppertone Display Competition, Plough (UK) Ltd., Penarth Street, London SE15 1TR. Last competition closes August 25th.*



# COUNTERPOINTS

## Bran Fare introduced for health conscious consumers



A new product, said to be the first major natural bran to be marketed actively through retail outlets other than health food stores, is currently being launched nationally by Weetabix Ltd. The product, Bran Fare, is described as 100 per cent natural wheat bran. It contains no preservatives and is expected to be popular with the growing number of health conscious consumers who appreciate the need to add fibre to their daily diet.

Bran Fare will be advertised in leading women's magazines during the summer and autumn. The company claims that Bran Fare has arrived precisely at the time when consumers are ready to buy natural bran as a regular shopping basket product. Their research has shown that

the housewife believes the product to be a versatile and convenient means of providing her family with essential dietary fibre in a simple and palatable form.

The packaging of Bran Fare has been designed to appeal to the housewives' growing belief that the foods of yesterday provided more goodness than the often over-refined foods of today. Research further suggests that shoppers would expect to find Bran Fare located on the breakfast cereal fixture, since it is commonly used to sprinkle on cereals at breakfast time. Additionally, however, a more varied use of the product is encouraged by on-pack recipes and an in-pack recipe leaflet incorporating Bran Fare in home made bread, cakes, flapjacks and with meat. Use of this product need not, therefore, be confined to breakfast time.

The growing awareness among housewives of the importance of bran as a part of a healthy eating routine is confirmed by the figures which show that the bran based section of the breakfast cereal market is expanding and now accounts for 10 per cent of the total, an increase of 40 per cent in five years.

Bran Fare (250g expected retail price about £0.22) is packed in a cube shaped box designed to make it easy to handle and provides a stable pack for the kitchen or meal table. It is packed 12 boxes to an outer. *Weetabix Ltd, Weetabix Mills, Burton Latimer, Kettering Northants NN15 5JR.*

## Ronson promotion linked to Nilsson Cancer Campaign

An old shaver, wet or dry, may be worth £1,000 to the consumer in a "trade-in" promotion—linked with the Gunnar Nilsson Cancer Treatment Campaign—to be launched by Ronson in June. Ronson will be giving away £12,500 in five fortnightly draws—with a top prize in each of £1,000, five of £100 and 100 of £10.

"The object," says Bernard Palmer, Ronson general sales manager, "is to increase our brand share of the shaver market by something approaching 4 per cent during the promotional period. After the highly encouraging results of our twin-media Spirotechnic campaign at the end of last year, we are maintaining our impetus with another major promotion backed by £110,000 worth of national Press advertising. The ads will spell out why the Spirotechnic is the world's most advanced shaver and will catch men at the very best time—in the

morning, just when they've had the worst from their current shavers."

Supporting the "trade-in", Ronson will be taking full-page spaces in the *Sunday Mirror* and *Daily Mirror*, the *Sun*, the *People*, the *Daily Express* and the *Daily Mail*, from June 1-17. The advertisements will explain to the customer that, when he trades in his old shaver against a new Ronson Spirotechnic, he will receive a voucher entitling him to ten 20p tickets in one of a series of raffles being run in conjunction with the Gunnar Nilsson Cancer Treatment Campaign. Alternatively, if the customer prefers, he may exchange his "trade-in" voucher for £2 cash.

The campaign was founded by Gunnar Nilsson, the Grand Prix driver, to raise money for equipment for Charing Cross Hospital, only weeks before he himself died of cancer. Retailers will be visited by Ronson representatives—assisted by a special supplementary "commando" sales force—during May. The final raffle will be held on August 8. *Ronson Products Ltd, Randalls Road, Leatherhead, Surrey.*

## Parfums Roberre launch Noir



Parfums Roberre are launching Noir—the first men's fragrance to appear under their own flag. The company estimates that the men's toiletry market is worth about £74 million and is growing by "a considerable percentage" each year. With Noir they have taken the decision to enter the top end of this market—a sector, which they consider is still ripe for exploitation.

The Noir range includes after shave (from £4.20), cologne (from £5.40), antiperspirant, talc, creme shave, hair control and soap (£1.80). Distribution will be through about 1,000 selected outlets, including certain chemists.

The company are supporting the launch with £600,000 worth of advertising both on television and in the Press. The copy line for the product will be, Noir—the after dark after shave. *Parfums Roberre Ltd, 44 Portman Square, London W1A 1DY.*

## Picture yourself with Agfa

"You can end up with more photos of yourself", says Agfa-Gevaert, when using their motor pocket cameras. Their £500,000 television campaign (C&D April 28, p604) points out that after hearing the film transport operate, other people will want to use the camera.

This will be the first time Agfa have advertised their 110 cameras on television, and the decision results from the low awareness of Agfa revealed in recent market research. The Agfa name has been more associated with film than cameras. The research also showed that motor cameras are highly desirable.

The two batteries powering the film transport should give up to 400 exposures before they require replacement. An indication of battery replacement is initially given audibly by slow film transport. *Agfa-Gevaert Ltd, 27 Grosvenor West Road, Brentford Middlesex.*



# COUNTERPOINTS

## Dove—a disposable razor for ladies

Holdwood International are marketing a new ladies' shaver, Dove, which is manufactured by International Shaving Systems. It is a one-piece disposable razor which the company says has been specifically designed for use by women. The handle is arched and the blade angled.



Dove is coloured grey and white and it is said that its integral blade unit of chrome and Teflon coated stainless steel makes its disposable life longer than traditional counterparts. The razors come fitted with a protective cap and are shrink wrapped in three's (£0.34). Dove is available in a 12 unit display box. *Holdwood International (Cosmetics) Ltd, 54 Cheapside, Luton, Beds.*

## Cléor range

Cléor Laboratories in France are extending sales of their skin care range through selected UK pharmacy outlets. The products, which have previously been available only through Morle slimming and beauty centres, use essential oils from over 100 plants and contain no alcohol, synthetic chemicals or perfume.

The Excellence range of 14 products (£3.95 to £15.55) for facial skin care is based on 33 different plants with ginseng as the main ingredient. The body treatments (£6.45 to £22.30) are rich in proline, one of the main amino acids found in collagen fibres, as well as the many other plant constituents.

Pharmacies wishing to stock the range must agree to their staff co-operating in a comprehensive training programme. *Cléor Aromatherapy Products UK, 176 Kensington High Street, London W8.*

## Range of contact lens solutions

The C-thru range of hard and soft contact lens solutions is now available nationally, following a successful trial launch in November 1977. There are six

products in the range: C-thru antiseptic soaking/cleaning solution, for hard lenses (110ml, £1.03); buffered wetting solution for hard lenses (70ml, £1.07); soft lens storage solution (110ml, £1.07); buffered rinsing solution for soft lenses (110ml, £1.03); soft lens cleaning solution (70ml, £1.07); and soft and hard lens re-wetting solution (15ml, £1.07). Each product is colour coded to aid identification plus a symbol system for identifying each product's use. *Optimed Ltd, 24 East Street, Farnham, Surrey.*

## Oil of Venus

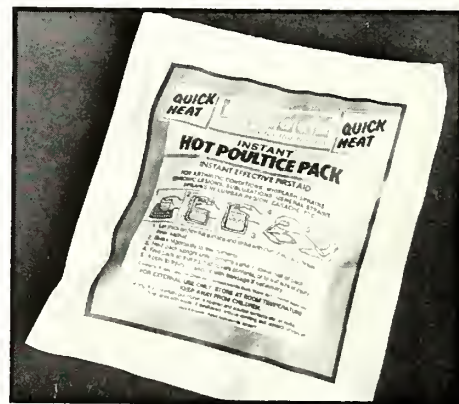
Dendron are marketing and distributing a new product from Venus Cosmetics Ltd of Alton, Hants. Oil of Venus moisturising lotion is available in a 110ml bottle (£1.20). *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts.*

## Hot poultice pack

An "instant hot pack", a mould-on poultice activated by striking and breaking the pack's inner sachet, has been produced by the international division of G. H. Wood & Co Ltd, to complement the instant cold pack already available. Intended for use whenever heat treatment is required, the pack's constituents are

fused calcium chloride, polysaccharide gum, water and additives. The released heat is said to be "only just bearable."

The pack measures 150×175mm and has a cost price of £0.65 excluding VAT. *G. H. Wood & Co Ltd, International division, Wealdstone Road, Kimpton Industrial Estate, Sutton, Surrey.*



## Distribution only

To avoid confusion, we have been asked to confirm that the entries in the current C&D Price Service Supplement relating to Nomore Grey and Refresh involve only a change of distributorship from Dendron Ltd to Holdwood. *Holdwood International (Cosmetics) Ltd, 54 Cheapside, Luton, Beds LU1 2HN.*

## PRESCRIPTION SPECIALITIES

### NORGESTON tablets

**Manufacturer** Schering Chemicals Ltd, Burgess Hill, West Sussex RH15 9NE

**Description** White sugar-coated tablets, printed E in black hexagon on both sides, containing 30mcg levonorgestrel

**Indications** As an oral contraceptive

**Contraindications, precautions, etc** As for other progestogen-only contraceptives

**Dosage** One tablet daily, starting first day of menstrual bleeding

**Packs** Memo-pack containing 35 tablets (£0.71)

**Supply restrictions** Prescription Only

**Issued** May 10, 1979

### ULTRABASE cream

**Manufacturer** Schering Chemicals Ltd, Burgess Hill, West Sussex RH15 9NE

**Description** A white oil-in-water cream for topical application containing polyoxyl 40 stearate, white soft paraffin, liquid paraffin, stearyl alcohol, carbopol 934, sodium hydroxide, methyl paraben, propyl paraben, disodium edetate, demin-

eralised water, Crematest perfume oil

**Indications** As an emollient. Also may be alternated with topical corticosteroids when these are being withdrawn and may be continued alone after complete withdrawal of the steroids

**Contraindications** Known allergy to any of components

**Method of use** Smoothed into skin as often as required

**Storage** In cool dry place, away from sunlight. Shelf-life five years

**Packs** 50g (£0.53 trade)

**Supply restriction** General sale

**Issued** May 14, 1979

## Depo-Medrone packs

The following packs of Depo-Medrone injection, 40mg per ml, have been introduced by Upjohn Ltd: 6×1ml (£8.66 trade); 6×2ml (£15.62); 6×5ml (£35). *Upjohn Ltd, Fleming Way, Crawley, Sussex.*

## Arlef 250s go

Warner-Lambert (UK) Ltd say that stocks of the 250 size of Arlef capsules 100mg are exhausted and the pack is now discontinued. *Warner-Lambert (UK) Ltd, Pontypool, Gwent NP4 8YH.*



WE'VE GOT THEM IN THE TOP COLOUR MAGAZINES.  
HAVE YOU GOT THEM ON THE COUNTER?



QUICKIES NAIL VARNISH REMOVER PADS. QUICKIES EYE MAKEUP REMOVER PADS. MANUFACTURED BY ASSOCIATED PRODUCTS. DISTRIBUTED BY FASSETT & JOHNSON.

# We'll give you half a million pounds for them.



Half a million pounds of punchy, positive and phenomenally popular Nivea advertising is just about to burst, and boost the sales of every single pot and bottle you've got.

Lots and lots more of the award-winning, business-building "Nivea Knows How To Treat a Lady" campaign on TV and in Women's Magazines is on its way.

Stock up? Of course you will; you want a slice of the action. And don't forget to display. Show the ladies that you know how to treat them.

**The Brand Leader.**



## Yardley add Intrigue to their fragrance wardrobe

"A perfume as sensual as woman herself" is how Yardley describe their new fragrance, Intrigue. The company also believes that the launch marks an important step forward in their marketing ideas: "Intrigue is aimed quite specifically at a particular type of woman who has emerged from the 1970's, beyond liberation. She is exciting, independent, sophisticated and still a mystery."

Intrigue's top notes include bergamot and petitgrain essences. The broader middle note is "warm and sensuous, a bouquet of jasmin, iris, rose, ylang ylang and other flowers" and the base, "a harmonious blend of patchouli, vetiver, oakmoss and sandalwood, adds a woody aspect and gives the perfume diffusion and tenacity. Basil, clary sage, cascarilla, ginger, cumin and clove add excitement and, of course, intrigue!"

Intrigue products will be available for sale from July and will include a cologne spray (25ml, £3.40), cologne spray (50ml £5.50), perfume (8ml £6.20) and talc (100g £1.35). Introductory offers will include the 25ml spray at £2.55 and a



trial size handbag atomizer at £1.30.

Intrigue will be advertised widely in leading national women's magazines featuring the Intrigue girl (pictured). £235,000 has been allocated for advertising. Point of sale material will consist of an injection moulded plastic counter display unit incorporating a picture of the Intrigue girl. *Yardley of London Ltd, 33 Old Bond Street, London W1X 4AP.*

## Come up trumps with Clairol

Clairol Appliances are organising a Clairol collection awards promotion during May and June. When a dealer buys any Clairol hair or beauty appliances, he will be given Clairol playing cards worth a number of points. The cards vary in value, depending on the type of product purchased. The cards can then be exchanged for a selection of awards from the Clairol collection, which have all been chosen with summer leisure time and holidays in mind. They include Antler luggage, binoculars, cameras, and gold jewellery. *Bristol Myers Co Ltd, Stamford House, Station Road, Langley, Slough.*

## Orlane range

Orlane have launched six products in a new nail range. They are: hand cream (75ml, £4.50) to protect, moisturise and whiten the skin; cuticle cream (5ml, £2.25) to soften the cuticles; nail strengthener (£2.25) to fortify breaking and splitting nails; base coat (£2.25) to protect the nail against colourants; and fixative (£2.25) as a top coat.

A highly concentrated treatment cream, B23 Points Vulnerable will be available from Orlane in May. The cream (30ml, £17.50) has been designed to combat the changes taking place at the eye and mouth contours, the nostrils and the

neck. These are the areas which show the first signs of age and loss of elasticity. *Orlane Cosmetics (UK) Ltd, 21 Grafton Street, London W1*

## Abba Cologne

Following their success with Abba—the soap, Fassett and Johnson have now launched two Abba colognes (£1.49). The colognes, launched to coincide with the group's latest album, are named after the Abba girls: Anna and Frida.

Anna's fragrance is light, fresh and floral and designed for daytime use whereas Frida's fragrance is warm, spicy and designed for evening use. Both fragrances come in 25g acid-etched bottles and are individually packaged in a display outer containing one dozen. It is anticipated that the colognes will hold wide appeal for the teenage market. *Fassett & Johnson Ltd, New Road, Winsford, Ches CW7 2NX.*

## New products in in Aramis range

Aramis are adding maximum moisture lotion (£4.50) to the Aramis 900 range. Used morning and night as a step in the cleansing process, it helps moisturise dry, rough and flaky skin.

Also new are three Aramis 900 bath products—herbal bath and shower gel (£3.75), herbal mineral soak (£3.75) containing minerals and seaweed deriva-

tives, and herbal eau de Cologne splash (£5) which is said to be lighter than eau de Cologne and "perfect for after sports."

Five new hair products (all £3.75) are herbal shampoo, hair conditioning rinse, herbal hair tonic for normal to oily hair, herbal double-action tonic for dry hair, and herbal hair managing gel. *Aramis, 71 Grosvenor Street, London W1.*

## Lancôme's neck and concealing creams

New to the Progrès range from Lancôme comes Progrès pour le cou, a cream created to care for the neck.

Progrès pour le cou (36g £8.50) should be used daily either under make-up or at night on freshly cleansed skin. Apply gently with fingertips in an upward movement from the base of the neck, says the company. Available for sale from June.

The company is also making a new concealing cream available for sale from July. Effacernes Creme (£3.40) which is available in two shades, beige and doré, is formulated for concealing dark shadows under the eyes or small spots. Users should touch the sponge tipped applicator of the product on to the spot and then blend slightly, applying their face make-up on top. The company recommends that consumers should use the beige shade for shadows and the darker doré for raised blemishes. *Lancôme (England) Ltd, 14 Grosvenor Street, London W1X 4AD.*

## ON TV NEXT WEEK

Ln—London, M—Midlands, Lc—Lancashire, Y—Yorkshire, Sc—Scotland, WW—Wales and West, So—South, NE—North-east, A—Anglia, U—Ulster, We—Westward, B—Border, G—Grampian, E—Eireann, CI—Channel Island.

**Alka Seltzer:** All except A

**Anadin:** All areas

**Aziza:** All except U, CI

**Bakese:** Y, NE

**Clairol Nice N'Easy:** All areas

**Crest:** SC, A, U

**Farley rusks:** A

**Head & Shoulders:** A, U, CI

**Immac:** E

**Mum:** All areas

**Natural Balance shampoo:** WW, So, We

**Oil of Ulay:** All except E, CI

**Philishave:** All areas

**Piz Buin:** All areas

**Refresh:** U

**Slender:** All areas

**Vaseline Intensive Care lotion:** All except Y, NE

**Wondra:** Y, NE

**Zest:** Ln, M, Lc, Sc, B, G





# Is this how you are put your head

The best of employers know that this sort of confrontation between employers and staff only leads to headaches.

Modern management techniques, quite apart from modern legislation, require employers to work towards better staff relationships. And that applies to distribution as much as any other industry.

## Big new training grants

That's why the DITB is offering generous Key Training Grants for

the training of the industry's key personnel in good industrial relations procedure.

Training must cover a senior executive, together with employee representatives. And it must follow the criteria laid down in our training recommendation "A Systematic Approach to Training in Industrial Relations in Distribution."

Maximum grant is £30,000 for a firm with 20,000 employees, varying on a sliding scale to £2,000 for firms





# Bring your workforce together?

with under 100 staff. A total of £1.5 million is available for this Key Grant.

Other DITB Key Training Grants are:  
£500 per trainee for Managers on first Appointment;  
£1,100 per firm for Senior Executives responsible for training;  
£1,400 per firm for Management Development Advisers.

Issued by the Distributive Industry Training Board.

To: The Manager, Grants Department, Distributive Industry Training Board, MacLaren House, Talbot Road, Stretford, Manchester M32 0FP.

Please arrange for me to receive details of the following Key Grants (please tick):-

- ☐ KG1 Industrial Relations Training.
- ☐ KG2 Senior Executive Responsible for Training.
- ☐ KG3 Management Development Adviser.
- ☐ KG4 Manager on First Appointment.

Name \_\_\_\_\_

Name of Business \_\_\_\_\_

Address \_\_\_\_\_

Tel: \_\_\_\_\_

Type of Business \_\_\_\_\_

CD 5



## The whys and wherefores of accident compensation

by Paul Hilden\*

Considerable confusion exists among both employers and employees about the practical implications of accidents at work and the question of the payment of compensation. The following summary of the position should prove helpful:

☐ If an employee is injured by an accident that arose out of his employment and was in the course of that employment, then he can benefit under a state insurance scheme—the Industrial Injuries Scheme. Nearly all employees (but not employers) are covered by this scheme. Benefits can be obtained whoever was responsible for the accident. The accident must be reported to the employer and registered with the Department of Health local office.

☐ If *in addition* the employee can show that the accident was due to someone else's negligence, then the employee can claim lump sum compensation at law for the injuries received. If the accident was caused by a fellow employee he can in theory sue that fellow employee but in practice he would sue the employer since an employer is responsible for the acts of his employees. In any case, employers have to be insured anyway against such kind of claims.

Even though the employee may have been partly to blame himself for the accident he could still recover part compensation for his injuries. The law might say that as a result of his contributory negligence, full compensation should be cut down but he would still get something depending on the degree of his contributory negligence.

☐ In every case where an employee can claim at law a lump sum for compensation (ie where there is negligence) then quite apart from his own claim, the health and safety enforcement officer can step in and at his discretion prosecute the person or persons whom he considers to have been negligent. This could be the business itself, the directors, the owner or a manager, supervisor or fellow employee. In some cases he could even launch a prosecution against the employee who was actually injured if there was any negligence on his part.

☐ It will be seen from this that not every accident at work necessarily leads to a claim for compensation. For lump sum compensation there has to be negligence present. From that same accident where there is negligence, there can be first, a claim for compensation (which

the insurance company will normally meet) and in addition there could be a prosecution by the health and safety enforcement officer of the person or persons who bear a share of the responsibility for the accident taking place.

### Right of return

Questions have arisen in respect of women who leave employment to have a child and exercise their right to come back to work within 29 weeks of having that child. One question is, does the woman have to be taken back in exactly the same job.

Under the law, the employer only has to take the woman back into a job on no less favourable terms and conditions than the job she had when she left to have the child. For example, the former secretary to one manager could be taken back as a secretary to another manager. If, however, she was offered a secretarial or clerical job on less pay, then the employer has not fulfilled his legal responsibility and the woman employee can claim compensation.

Supposing the woman says that because of the child she only wants to work part-time. Does the employer have to take her back? Although no cases have come before tribunals as yet on this matter it would seem that if being a full-timer she wants to only work part-time, this absolves the employer of his responsibility.

Finally, supposing the woman before leaving gives written notice to the employer that she is coming back and then changes her mind after having the child; has the employer any remedy against her for the inconvenience and perhaps costs involved? The short answer to this is "no". The law does not provide an employer any remedy in this situation.

### Trainee employees

With so much legislation governing the dismissal of employees, it is important to know how one stands when taking on an employee on a trainee basis. The first essential is that anyone who is dismissed cannot take a case for unfair dismissal unless he or she has been employed continuously for a period of 26 weeks.

This means that if you take on a trainee for say, three months and at the end of that period the trainee proves unsatisfactory then there is no come-back if you dismiss the person concerned. If the requirements of the busi-

ness cause you to take on a person for longer, then if the employment does not end after 26 weeks from the date of commencement of employment then that employee can take you to an industrial tribunal claiming unfair dismissal. Whether or not the application will be successful will depend on your actions during the training period.

If you have provided adequate instruction to the trainee and kept his or her progress under review, if you have given adequate warnings of shortcomings and if you have given the trainee the right to make representations before dismissal, then you would normally have a successful defence against a claim for compensation if you maintain that the trainee turned out to be unsatisfactory. If on the other hand you did not give any instruction to the trainee and part of the reason for the trainee not measuring up can be attributed to you, then there is a likelihood of you having to pay up. It is worth remembering that the onus is on you to show that you did all the necessary things and not on the trainee to prove that you did not.

One final point. Although a minimum time limit is laid down as mentioned before an employee can claim unfair dismissal, the law does provide an exception where it is claimed that the dismissal takes place because of the employee's trade union membership or where dismissal takes place due to racial discrimination.

### Tax pointers

☐ If you are in correspondence with the tax inspector either directly or through your accountant on a tax assessment which you believe is too high, then you should make arrangements to at least pay the undisputed part since, unlike the position that existed previously, interest can be charged on the whole amount of tax arising from your delay in payment.

☐ Those in business who have personal life assurance policies should note that from April 1979 a new procedure has operated where tax relief is given on the premiums. Instead of tax relief being claimed from the Inland Revenue the insured will deduct 17½ per cent from the premiums to be paid to the insurance companies. There will be one or two exceptions to this where very large sums of money are paid in premiums but if you fall into this exceptional category, you will be informed of the position by the Inland Revenue.

☐ Practically all money payments by way of bonuses or otherwise to employees are subject to income tax. As a concession, however, the Revenue allow certain long service awards to employees to be given free of tax. The limit set by the tax people are, to say the least, parsimonious. Up to £3 per year for each year of service can be given up to a maximum of 20 years payment for 20 years service. Sums over this are subject to be taxed in the normal way.

\*Pen name of a barrister





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*R.L.V.P.*



# No 'priority' rating for pharmacy telephones

The Post Office already gives priority for telephone fault correction to pharmacists who are known to provide a 24-hour service—but will not do more than give "sympathetic consideration" to others. That is the core of the Post Office reply to representatives from the Pharmaceutical Services Negotiating Committee that pharmacists should be included in the special list of subscribers whose telephone faults are corrected without delay, received by PSNC at its April meeting.

The reply said that if the priority list was to be meaningful and effective it must be strictly limited in size. "It is for this reason that, in considering the many requests we receive from those in professions or occupations whose services may be needed in emergencies, we have to adopt the criterion of giving priority only to those who are liable to be on immediate call at any time." The Post Office therefore already gives priority to pharmacists known to provide a 24-hour service. "If any of your members giving such a service have been missed it would be helpful if they would bring it to the attention of the general manager of their local telephone area."

The letter goes on, however, to say that the Post Office does recognise that there can be exceptional circumstances when any line might warrant priority treatment. "To meet these cases local managers have discretionary powers to give this attention but on an individual fault basis. We try not to be too rigid but again, if the system is not to be overloaded, this discretion can only be exercised in cases of genuine need, eg where there is some form of domestic distress or emergency.

"We would, for instance, expect these discretionary powers to be exercised where a pharmacy, which is due to remain open outside normal hours in accordance with the local rota system, experienced a fault in its telephone service which could not be restored in time under the normal repair procedures.

"While I am unable to agree to the inclusion of all pharmacists on the priority attention list, local managers are aware of the kinds of problems which can occur when pharmacists telephone facilities are interrupted and they will continue to give sympathetic consideration to your members' requests when particular circumstances require priority repair attention."

## Pharmacist contract

The PSNC had received a letter from the Pharmaceutical Society referring to the following recommendation of the Working Party on the Future of General Practice Pharmacy: — "To maintain the viability of a reasonable number of com-

munity pharmacists, a satisfactory pharmaceutical service for health centres or group practice, and the best overall service in the public interest:

- General practice pharmacies should continue in a contractual relationship with the NHS, the contract being with the pharmacists concerned; and
- Health centre group practice pharmaceutical services could be provided when required by consortia pharmacists of the districts concerned."

Also referred to was the recommendation that "There should be a corporate NHS contractual obligation on chemist contractors to provide a complete and properly remunerated after-hours service." The Committee decided that the contract subcommittee should discuss both recommendations.

A reply had been received from the Department of Health to the representations from the Committee to amend the model hours of service scheme to provide for a full hour's rota by agreement with pharmacist contractors in one- or two-chemist areas. The Department said that formal approval had been given over the years to some committees to amend their hours of service at local level to provide for such payment. It was agreed that suitable wording should be included within the proposed model scheme approved by conference in 1975, and that further rep-

resentations should be made to the DHSS as part of the new contract proposals.

A reply had been received to the Committee's representations to the Society of Administrators of Family Practitioner Committees for a standard FP34 Part B. The Society indicated that although the management committee was anxious to be helpful they were unable to accede to the Committee's request.

The Committee agreed that representations be made to the Department for payment to be made where pharmacists provide domiciliary visits. Replies were being received from secretaries of Local Pharmaceutical Committees concerning payments by members for locum services.

## £4m discount repaid

It was reported that the suspension of the discount scale had, so far, resulted in the repayment of £4m to pharmacist contractors and that the suspension would therefore terminate at the end of February. A further £0.5m would be credited to the balance sheet.

Results of a survey carried out on behalf of the Department of Health confirmed the PSNC view that medical practitioners were still prescribing for more than one patient on Form FP10 and, thereby, causing problems for pharmacist contractors. The DHSS indicated that they had written to the British Medical Association requesting their agreement to the publication of an appropriate FPN to doctors reminding them of the obligation to prescribe for one patient only on each FP10. PSNC formally approved its new constitution (C&D March 31, p438.)

Prescription statistics for December 1978 were: —

	England		Wales	
	December 1978	December 1977	December 1978	December 1977
Number of prescriptions	25,870,305	25,934,765	2,005,292	2,033,724
Cost	£57,975,510	£50,948,463	£4,483,542	£3,949,294
Oxygen payments (inc in total cost)	£ 272,688	£ 238,263	£ 35,341	£ 29,865
Average net ingredient cost	175.17p	154.84p	174.00p	154.84p
Average discount	nil	(2.45p)	nil	(2.42p)
Container allowance	3.80p	2.50p	3.79p	2.50p
	178.97p	154.89p	177.79p	154.92p
Average fee	24.39p	24.38p	24.46p	24.43p
Average oncost	19.69p	16.26p	19.57p	16.26p
Average total cost	223.05p	195.53p	221.82p	195.61p

## Chemists bar doors to addict

A drug addict cannot be cured in his home area because chemists will not handle any prescriptions from him, a barrister claimed last week. Mr Denis Maynard, of Buryfield Terrace, Ware has defrauded and broken into chemists in the area in the past and as a result they will no longer allow him to cross their threshold, said Mr John Reddish, defending at St Alban's crown court.

Mr Maynard pleaded guilty to one charge of stealing a prescription from a doctor's surgery and one charge of obtaining drugs by deception in February last year. Mr Reddish said Mr Maynard had been a drug addict for 15 years but

wanted to be cured. He said "the medical profession are prepared to take him on but he finds it impossible to find a pharmacist who will dispense his prescriptions. It appears he is so well known by them that they will simply not let him cross their thresholds. He cannot blame them because he has broken into a number of premises and attempted to defraud them in the past."

The judge told Mr Maynard "it seems as long as you are at liberty you will continue to steal from any premises that may contain drugs. Our duty is to protect the owners of those premises and the only way is to imprison you."

# PROFESSIONAL NEWS

Pharmaceutical Society of Northern Ireland

## Mr Gorman willing to 'stay on' after retirement age

The appointment of a successor to Mr W. Gorman, secretary of the Pharmaceutical Society of Northern Ireland was considered at the April meeting of the Council. Mr Gorman will be reaching normal retirement age in 1981, but as he was willing to continue his work for a few years after 1981, it was recommended that the matter be reconsidered in two years time.

A letter had been received from the secretary of the Committee on the Review of Medicines inviting nominations for consideration when appointments to membership of the Committee were being made. It was agreed to submit the name of Dr J. G. Swanton, department of pharmacy, the Queen's University of Belfast, for consideration. The Department of Health had invited the submission of names to be considered for appointment to the Medicines Commission. Mr Dillon said that Professor D'Arcy was presently a member of the Commission and as it was unlikely that anyone else from Northern Ireland would be appointed to the Commission no names would be submitted on this occasion.

Dr T. R. Lowther, area pharmaceutical officer, Eastern Health and Social Services Board, had written drawing attention to the report of the Northern Ireland Staffs Council for Health and Social Services and pointing out that an appointment to the post of district pharmaceutical officer handled by the Staffs Council had been placed under the heading "Paramedical". This was a second level post and should have been so listed. It was agreed that the secretary draw the notice of the Staffs Council to the error.

The application of Cyril Partridge, 32 Westland Road, Portadown, Craigavon, for registration as a student was granted.

### Registration criteria

The secretary said he had prepared, as recommended by the Education Committee, a short paper setting out precisely the conditions to be fulfilled by a graduate in pharmacy who wished to become registered as a pharmacist in Northern Ireland. A copy of the paper would be given to students at the undergraduate stage so that each would be fully aware of the procedure and cognisant of the new conditions introduced by the Society's 1978 regulations.

Mr Dillon referred to the joint meeting of the Society and the Northern Ireland Faculty of the Royal College of General Practitioners held in the Society's Lecture Hall on April 5. A good attendance enjoyed an excellent address by Professor Peter Parish on "Developing standards of prescribing practice". A

special word of thanks was due to Messrs Merck, Sharp and Dohme Limited who sponsored the meeting and in particular to Mr McCann, the company's local representative, for all his assistance. He was pleased to tell the members that Mr G. E. Appelbe, head of the law department, Pharmaceutical Society of Great Britain, had agreed to speak at a president's "at home" to be held in the Society's House on October 4.

A letter from the Police Authority for Northern Ireland was read informing the Council that a member of the Society had been convicted at a magistrate's court for failing to prevent unauthorised access to Controlled Drugs. The secretary said steps were being taken.

## Pharmacists ignore cromoglycate OTC

Most pharmacists in a recent survey regarded antihistamines as the only treatment for hay fever, despite the fact that over half their customers did not want a product that caused drowsiness.

The study, sponsored by Fisons Ltd, found that the advice 51 UK pharmacists gave to hay fever sufferers was based on the assumption that patients had to put up with the side effects of antihistamines if they wanted relief from the disease, with warnings to take care when driving, take tablets at night, and so on. Several referred patients to their doctor but only six recommended sodium cromoglycate.

Few patients ever asked whether hay fever could be prevented but if they did so 28 pharmacists referred them to a GP for desensitisation, six referred them to a GP without a specific suggestion, one recommended Rynacrom and referral and one said nothing could be done. When asked specific questions about Rynacrom, only 28 pharmacists knew it could be sold OTC, nearly half did not know how it acted and only 11 knew it should be used prophylactically. Twenty-seven mentioned high price as a disadvantage—in earlier questions many pharmacists thought £1 was the most that patients would pay for a season's treatment, although some quoted much higher figures.

Commenting on these results, Dr Michael D'Souza, a Kingston GP who specialises in allergies, said there was a growing need for doctors and pharmacists to collaborate in making hay fever sufferers aware of the treatments available. Dr D'Souza is to carry out a controlled trial this season on the relative benefits of sodium cromoglycate, antihistamines and local steroids. He has worked out the following costs to the

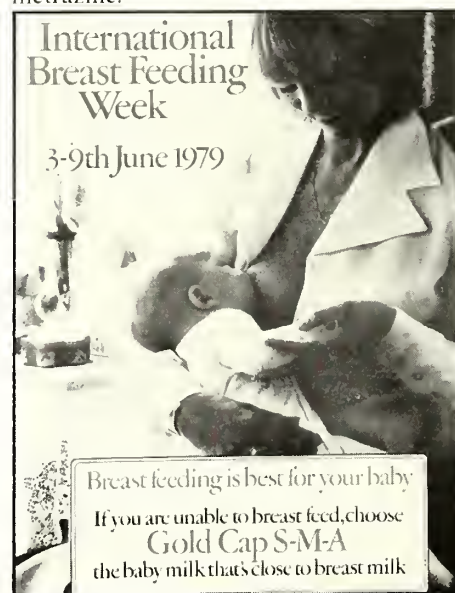
The secretary said the president at the last meeting had informed the members of an offer made to him on behalf of Messrs Vestric Ltd to replace the brass mortar and pestle formerly kept on the Council table which had disappeared about a year ago. Mr D. F. Lewis had forwarded information about sources from which a replacement might be obtained, but Mr O'Rourke said he possessed a mortar and pestle similar to one suggested by Mr Lewis and would be glad to bring it along to the next Council meeting. It was agreed to defer a decision until Mr O'Rourke's specimen had been examined.

Mr Dillon said it was his pleasant duty to announce that the Northern Ireland Branch of the Guild of Hospital Pharmacists had presented a set of china cups and saucers for the Council's use. The secretary was asked to convey the grateful thanks of the Council for such a useful and delightful gift. Miss Watson reminded members that the annual meeting and dinner of the Lurgan, Portadown and Armagh District Branch would be held on April 30.

NHS of hay fever treatments: 50 days of antihistamines £1.80 to £4.35; desensitising injections (one season) £16.34; cromoglycate preparations £19.12; local steroids £5.80; depot steroid £1.63; eye drops £0.74; nose drops £0.26.

## Authority withdrawn

The Home Secretary has issued a direction under the Misuse of Drugs Act 1971, prohibiting Dr Emil Arthur Hirsch, 61, Conifer Gardens, London SW16, from prescribing, administering and supplying and from authorising the administration and supply of any of the following Controlled Drugs: amphetamine, dexamphetamine, dipipanone, methaqualone, methylphenidate, phenmetrazine.



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# LETTERS

## Professionalism and 'Pete'

What a pleasant change to have a touch of humour in Council reports. The matter of ear piercing provides what the professional comedian terms a chuckle, the report of the Ethics Committee provides what the same comedian describes as a "belly-laugh".

Here we have a man, Mr Pete Whatsname (if I do not offend the Law Society in the use of this challenged restricted title), who has met the requirements of his academic examiners, who has paid his retention fee and who should have read the Society's Statement Upon Matters of Professional Conduct. Our errant *con-frère* Pete finds the time in which he is obliged to be present at his place of work under the requirements of the NHS contract lies heavily on his hands. Perhaps he read the advertisement now before me . . . "Ear piercing? . . . I pierce in the open shop, and it's so quick—faster than making up a prescription. What's really surprising is I've got a lot of competition but it would seem that people prefer to put their trust in piercing at a chemist shop—and not only that—I'm using the safest system in the world . . ."

### Commonsense

In Council, according to the report, Mr Bannerman was the first to speak, probably in haste but with the uncompromising, instinctive commonsense of the Scot: "The Committee was saying that ear piercing by pharmacists was a professional activity. That in his view was an amazing point to make. He wished to have his vote against the recommendation clearly recorded."

After this, the lawyers in Council remained silent and the whiffers had their turn. First the chairman of the said Committee really could not come to any decision whether ear piercing was a professional activity or a trading activity. However when it came to the question of advertising, the Committee felt that by implication it was advertising of professional services . . ."

While obfuscation by intent may be the art of practised parliamentarians those past-presidents messrs Kerr and Darling should have learnt in sixteen years on and off the Ethics Committee the old Northern adage "If tha's nowt to say dinna tha say it"—in whatever shade of black, white or grey.

I support Mr Bannerman entirely in this matter. He is a pharmacist with a substantial urban practice which affords him a living and still by his devotion to pharmacy allows time to work for the betterment of his colleagues. If at the other end of the scale I can live well in a very small rural community there is no need for us or Peter Whatsname to associate a professional title with a trivial occupation, be it ear piercing, eyebrow-plucking or the sale of tights, all of which are quite legitimate side-lines in a chemist's shop as affirmed by the Dixon judgment.

All this confusion emanating from the Ethics Committee and compounded by Council is perpetuated by loose talk around the word "profession". Perhaps one of the first jobs of the UK Inter-professional Group announced in the same issue will be to define this term. The hairdressing profession a few years ago were denied a charter on the grounds that their responsibilities and expertise did not warrant one. Yet hairdressers give an excellent service to those who are prepared to pay more than a nominal sum for a "short back and sides".

Mrs Gilbert, at the same Council meeting, was correct in her sentiments. If the public needs safeguards, then ear piercing should be performed by the medical profession. Mr Myers reaffirmed the legal responsibilities of those undertaking this operation with particular reference to infectious hepatitis. For the rest of us the message is clear. If we digress into this inappropriate activity our Society will give no support. If we neglect our legal and contractual obligations by diversion into ear piercing or any other trivia our Society will hold us responsible for our neglect.

As there are many degrees of professional activity, chartered, unchartered or unmentionable in polite society, let the definition of what is or is not a profession be made through consultation with the UK professional group.

The future deliberations of the same group may define pharmacy as an honourable profession and the chemist as an honest trader, but the decision what to do with Painless Pete is clear. Under the Dixon judgment Pete can sell ear rings to all. The Statutory Committee can warn him and the Pharmacy Mutual can well exclude ear piercing from their indemnity. In the meantime may I suggest that the Ethics Committee merge its activities with that of the Law Committee who may well reiterate the dictum which I heard often when serving on both "De minimus lex obscuratur".

Keith Jenkins

Burnham Market, Norfolk

## PSNC injunction?

The Pharmaceutical Services Negotiating Committee election circular effectively bars me and other contractors from standing as candidates for the national seats on regional constituency basis as we are not members of local pharmaceutical committees. We are a Parliamentary democracy and one would not have to be a member of a local authority committee to stand as a candidate for county councils or national Parliament or for that matter even the European Parliament.

PSNC has been acting ridiculously in fixing qualifications as to who can even stand as a candidate. As an elector who has been dissatisfied with efforts of PSNC so far, it seems to me that a wider choice of candidates would give a better opportunity to talented members to offer themselves and be elected on merit without having to be members of local pharmaceutical committees.

Votes should be counted by the Electoral Reform Society and not by servants of PSNC to be above suspicion. I, a proprietor pharmacist, and many other similarly minded contractors object to this strongly and are appealing for moral and financial support to serve notice to PSNC that if this disqualification is not removed forthwith before the elections are held, we should instruct our legal advisers to seek a High Court injunction restraining PSNC from holding the above elections.

S. K. R. Patel

Perry Barr

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# COMPANY NEWS

## Further growth for Kingswood

Booker Pharmaceuticals recorded a 38 per cent sales growth and 23 per cent trading profit increase in 1978, according to the annual report of Booker McConnell Ltd. Their Kingswood chemist chain acquired 31 new pharmacies and by April 1, 1979, had 105 retail shops against 87 a year earlier. The report says the chain did well despite a continuing decline in NHS margin and adverse trading conditions. The recently developed Rusko manufacturing business had substantial sales growth and is expected to be profitable in 1979.

Turnover of the pharmacies was £13.4m (£9.7m) and profits from health products and pharmacies (in previous Booker McConnell accounts included with food distribution) together amounted to £2.2m (£1.9m) before tax.

The report says that total sales of Booker Health Foods increased by 17 per cent but profit was slightly behind the record level established in 1977. Healthcrafts dietary supplements and Heath and Heather herbal products again had further major sales increases and export sales were buoyant. The retail chain, Holland & Barrett, increased sales by 21 per cent.

Despite this progress, BHF profits were hard hit in the first part of 1978, at the retail level by the effects of the multiple grocers' price war, and in its Allinson wholewheat flour business by a sharp reduction of total consumer demand for bread flour and by increased competition from the major milling companies. In Canada, the small Health Supply Centre business continued to trade at a loss, but has now been reorganised to concentrate on retail operations.

## Ciba-Geigy suffer

Ciba-Geigy have suffered as a result of currency instability in 1978 according to recent Press reports. On a local currency basis, turnover would have been up by

11 per cent rather than down by 10 per cent to SwFr 8.9 billion.

However this year has started "much better" than 1978, Dr Louis Von Planta, Ciba-Geigy chairman, said in Basle. The pharmaceutical division is developing at a "normal" rate.

Capital expenditure is expected to rise in 1979 following a decrease in 1978 from SwFr 640million to SwFr554m as a result of the increased purchasing power of the Swiss currency.

## Schering-Plough step up research

Schering-Plough Corporation in the US have intensified their search for new pharmaceuticals, according to their 1978 annual report.

Although the discovery of better antibiotics remained a primary goal last year, work was also directed towards treatments for central nervous system disorders and cardiovascular disease, as well as developments in immunology and dermatology.

Rosaramicin is a highly potent, broad spectrum antibiotic which has shown promising results in respiratory streptococcal infections, staphylococcal infections of the skin and soft tissue, and venereal diseases. The drug is undergoing clinical trials. The semisynthetic aminoglycoside, netilmicin, is now nearing completion of clinical trials.

Final approval to market the tranquiliser, halazepam, in the US is expected this year. Also undergoing clinical trials are quazepam for insomnia, and a new nasal decongestant, coumazoline. Several compounds that regulate the mechanisms believed to trigger arthritis and asthma are being tested, and intensive studies are being carried out on SCH22219, said to be a highly potent topical corticosteroid.

The Corporation's sales were up 15 per cent to a record \$1,082.5 million (\$940.9m in 1977), with pre-tax profit \$272.7m (\$241.6m). Sales of consumer products rose almost 15 per cent over 1977, with the Maybelline range enjoying an "outstanding year."

## A&W expenditure doubled in 1978

Albright & Wilson's capital expenditure in 1978 was over £43 million, almost double the 1977 figure according to the company's recently published 1978 annual review.

It says that the UK is the base for the major part of the company's manufacturing activities. About 60 per cent of the capital expenditure programme was aimed as modernisation and expansion of UK facilities.

Exports from the UK in 1978, at almost £90m, show only a slight drop from the record £92m level of 1977. This drop was due to the adverse effects of the strength of Sterling and reduced availability of product resulting from industrial unrest.

The company says that its results for 1978 reflect a strong first half followed by the marked deterioration in the company's trading environment which led to a disappointing second half.

Over a quarter of a million pound investment to expand production capacity of specialised amines for the detergents and toiletries industries at Whitehaven has been announced by Albright & Wilson. Mr George James, chairman of the company's detergents sector said that the expansion would enable the company to increase both UK sales and exports, particularly to Europe where Albright & Wilson is already a market leader in shampoos and bubble bath formulations.

The new £270,000 plant, due to be commissioned in 1980, is an addition to the £1.24m development in tertiary amines, derivatives and sulphosuccinamates brought into operation at Whitehaven in 1977. It will help meet rising demand for tertiary amines in ethical products, toiletries, textiles and chemicals.

## Polaroid sales up

The Polaroid Corporation achieved an increase in worldwide net earnings of 18 per cent with a sales increase of 10 per cent in the first quarter compared to the same period in 1978. Profit from operations increased 27 per cent over the 1978 first quarter. Mr W. J. McCune, Jr, president of Polaroid, said that 1979 first quarter consolidated worldwide sales were \$264.85 million compared to \$240.66m in 1978. Sales of both the domestic and international operations increased, he said, with consolidated worldwide net earnings increased to \$17.11m compared with 1978 first-quarter net earnings of \$14.49m.

## Sandoz growth

In the pharmaceutical division, Sandoz expects 7 to 8 per cent "real" growth during 1979, with stable prices and exchange rates, against a 5 to 7 per cent growth in the world pharmaceutical market.

According to Sandoz, although sales

*Continued on p666*

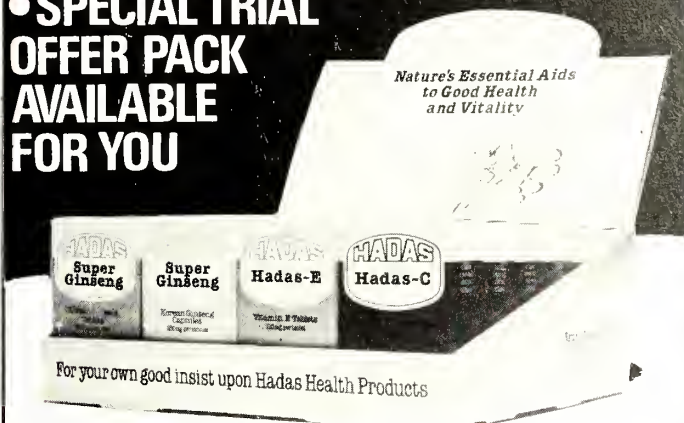
Allen & Hanburys Ltd gave their annual dinner for long-service personnel last week. Pictured (left to right) are Mr W. G. Clibbon, Mr C. Nicholls, Miss B. Bird, Mr R. D. Smart (director Glaxo Holdings Ltd), Mr H. Page and Mr E. R. C. Farmer (managing director, Glaxo Operations UK Ltd). Mr Nicholls and Mr Page have each just completed 40 years with A&H (as did their fathers before them) and Miss Bird 41 years, having missed last year's dinner through illness





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# COMPANY NEWS

Continued from p664

in local currencies rose during the first quarter of 1979, no comparison should be made with the same period in 1978 due to the British lorry driver's strike, bad weather in USA, and the loss of the majority shareholding in Ovaltine (West Africa), the Nigerian affiliate.

Sales fell by 2.9 per cent in terms of Swiss francs—a rise of 6.2 per cent in unexchanged rates.

The modest increase in research and development expenditure is to continue at a level of 9 per cent of turnover.

## Briefly

**Tellercrest (London) Ltd**, formerly of Chatham, Kent, are now in liquidation. Their contraceptive sheath brands are being withdrawn from the C&D Price List.

**Vestric Ltd**, (Knights branch) has moved

to Meadows Industrial Estate, Crocus Street, Nottingham NG2 2GB (telephone Nottingham 865944).

**E. Moss Ltd** have acquired two more pharmacies, bringing their total to 52. The new shops are at 45 High Street, Abbot's Langley, Herts (formerly Boots Ltd) and at Village Way, Yateley, Hants (formerly trading as E. York).

**Savory & Moore Ltd** have acquired the pharmacy of Mr H. T. Shewell, MPS, 9 Church Street, Sheringham, Norfolk. The temporary manager will be Mr A. Cowan, MPS.

**Reckitt & Colman Ltd**, have entered into an understanding with Otsuka Pharmaceutical Co, Osaka, Japan, to develop pharmaceutical joint ventures in Japan, and in the UK and Republic of Ireland. Work will commence immediately to develop the products of both companies—those of Otsuka in the UK and Ireland and those of R&C in Japan.

Sales of **Squibb Corporation** rose to a

record \$378,338,000 in the first quarter of 1979, compared with sales of \$326,749,000 in the first quarter of last year. Net income was \$16,065,000 compared with \$19,217,000 in the first quarter of 1978. Worldwide sales growth of E. R. Squibb and Sons Inc, the pharmaceutical subsidiary and largest operating company of Squibb Corporation, continued strong in the first quarter.

## APPOINTMENTS

**Galen Ltd:** Dr J. King MPSNI, has been appointed technical manager. He joins the company from the department of pharmacy, Queen's University of Belfast, where he was lecturer in pharmaceutical chemistry.

**Sterling-Winthrop Group Ltd:** Mr Jeff Pasley has been appointed managing director of Izal Pharmaceuticals, a division of Sterling-Winthrop Group. Mr Pasley joined Bayer products (now Winthrop Laboratories) in 1955 as a medical representative. He was appointed sales director of Winthrop Laboratories in 1972 and became chief executive of Winthrop Pharmaceuticals in 1976.

**British-American Cosmetics Ltd:** Following the recent changes to the structure of the division so that it is organised into "houses" on a global basis, five new executive directors have been appointed as the "heads of houses". They are: A. C. Fabricius (London)—Yardley; J. Suter (Zurich)—Juvena; B. L. V. Nicholson (Camberley)—Lentheric Morny Cyclax; E. J. Clyne (London)—Monteil Europe; and M. S. Samuels (New York)—Germaine Monteil Cosmetics Corporation.

## COMING EVENTS

**Tuesday, May 8**

**South East Metropolitan Branch, Pharmaceutical Society**, Lewisham medical centre, Lewisham Hospital, Lewisham High Street, SE13, at 8 pm. Cheese and wine party, followed by annual meeting.

**Wednesday, May 9**

**Analytical division, Chemical Society, North East Region**, Home Office forensic science laboratory, Sandbeck Way, Audby Lane, Wetherby, West Yorkshire, at 2 pm. Meeting on "Forensic science".

**Thames Valley Pharmacists' Association**. Visit to Chelsea Physic Garden, 66 Royal Hospital Road, London SW3, at 7 pm.

**Thursday, May 10**

**Chelmsford Branch, Pharmaceutical Society**, Chelmsford and Essex Hospital, academic centre, at 8 pm. Annual meeting followed by wine and cheese.

### Advance information

**Teach-in on Colour, Society of Cosmetic Scientists**, June 6-7, Richmond Hill Hotel, Richmond-upon-Thames, Surrey. Further details from the general secretary, Society of Cosmetic Scientists, 56 Kingsway, London WC2.

**Pharmaceutical Group, Royal Society of Health**, June 13, Royal Society of Health, 13 Grosvenor Place, London SW1, at 7 pm. "Alcohol related problems and trends in treatment." Closing date for registrations, June 4.

**MSc Course in Powder Technology**, Faculty of Engineering, King's College, University of London. To commence October 1979. Further details from the Registrar, King's College, Strand, London WC2.

**History of Medicine Section, Royal Society of Medicine**, June 30, Visit to Eym. Further details from Sections Officer, Royal Society of Medicine, 1 Wimpole Street, London W1.

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# MARKET NEWS

## Most oils on offer

London, May 2: Reports from the China fair indicate that most essential oils have been freely available at about the rates quoted in recent weeks. Only patchouli was unobtainable from that source, however, Indonesian oil continues to be offered at well under the previous Chinese levels. There were no direct shipment offers of Formosan camphor during the week but spot supplies were still quoted at the old rate. Where price changes occurred they were influenced by the better performance of the US dollar against Sterling. Citronella, a firm market in recent weeks lost ground to close the week 37p kg down and the Ceylon variety was quoted lower in sympathy.

Seasonally, a number of botanicals advanced because stocks of 1978 harvest are running low. Affected were aloes, most balsams, liquorice root, ipecacuanha and benzoin. All grades of Grenada nutmeg were dearer while a number of aromatic seeds have been reduced.

### Pharmaceutical chemicals

**Aspirin:** 10-ton lots £1.50 kg; imported £1.20.  
**Hypophosphorous acid:** (Per metric ton in 50-kg lots). Pure 50 per cent £425. BPC (30 per cent) £305.34.  
**Isoprenaline:** Hydrochloride £65, kg; sulphate £60.  
**Isoetharine hydrochloride:** £100 kg for 1-kg lots.  
**Kaolin:** BP natural £140.70 per 1,000 kg; light £147.70, ex-works in minimum 10-ton lots.  
**Magnesium carbonate:** BP per metric ton—heavy

£590 to £620, light £490.  
**Magnesium chloride:** BP crystals £0.75 kg for 50-kg lots.  
**Magnesium dihydrogen phosphate:** Pure £2.29 kg in 50-kg lots.  
**Magnesium hydroxide:** (metric ton) BPC light £1,360; 28 per cent paste £440.  
**Magnesium oxide:** BP per metric ton, heavy £1,350; light £1,360.  
**Magnesium trisilicate:** £0.85 kg in 1,000-kg lots.  
**Noscapine:** Alkaloid: £31.85 kg for 25-kg lots; £30 kg for 100-kg. Hydrochloride £35.65 and £33 kg for similar quantities.

**Opiates:** (£ per kg) in 1-kg lots; subject to Misuse of Drugs Regulations—Codeine alkaloid £638 to £653 as to maker: hydrochloride £488-£562, phosphate £490-£499; sulphate £562. Diamorphine alkaloid £764; hydrochloride £696. Ethylmorphine hydrochloride £623-£639. Morphine alkaloid £709.50-£722, hydrochloride and sulphate £579-£589.

**Oxalic acid:** Recrystallised £1.31 kg for 50-kg lots.  
**Paraffin liquid:** Pence per litre excluding duty

BP/BPC grades	1-5 drums	6 drums	bulk
WA4	42.7	42.3	36.3
WA3	41.6	41.2	36.2
WA2	42.9	42.5	37.5
WA1	46.4	46.0	41.0
light technical	WA23	39.7	39.0
	WA21	41.1	40.4

**Pethidine hydrochloride:** Less than 10-kg lots £41.64 kg. Subject to Misuse of Drugs Regulations.

**Petroleum jelly:** BP soft white £396.61 metric ton delivered UK; yellow BP £378.556 in 170-kg drums.

**Phenylephrine hydrochloride:** £89 kg in 50-kg lots. £92 kg for 10-kg.

**Quinidine sulphate:** Unquoted.

**Quinine:** Unquoted.

**Reserpine:** 100-g lots £0.22g

**Saccharin:** BP, £3.50 kg for 1-ton lots of imported material.

**Salicylic acid:** 5-ton lot £1.22 kg; 1 ton £1.24.

**Sorbitol:** Powder £580 metric ton; syrup £305.

**Stilboestrol:** BP in 25-kg lots, £137 kg.

**Streptomycin sulphate:** £25.20 per kg in one ton lots.

**Strychnine:** Alkaloid £74.30 per kg; sulphate and hydrochloride £60.40 kg, 5-10 kg lots.

**Theophylline:** Anhydrous and hydrous £5.58 kg in 100-kg lots delivered; ethyldiamine £5.91 kg in 100-kg

**Yohimbine hydrochloride:** £302.50 per kg.

### Crude drugs

**Aloes:** Cape £1,095 ton spot; £1,070, cif. Curacao nominally £2,180 cif, no spot.

**Balsams:** (kg) Canada: Firmer at £12.75 spot, £13.30, cif. Copalba: £3.05 spot £3, cif. Peru: No spot, £9.70 cif. Tolu: £5.50 spot.

**Belladonna:** (kg) leaves £1.55 spot, herb £1.90

nominal spot; root in powder £1.10.

**Benzoin:** £195 cwt cif.

**Cloves:** Madagascar/Zanzibar £4,150 metric ton spot, £3,945, cif.

**Cochineal:** Tenerife black brilliant £17.50 kg, cif.

**Peru silver grey** £14.40 spot, £14.20, cif.

**Dandelion:** Spot £1,970 metric ton spot, and cif.

**Ergot:** Portuguese £1.75 spot, no cif.

**Gentian root:** £1,780 metric ton spot; £1,760, cif.

**Ginger:** Cochin £650 metric ton spot nominal, shipment £480, cif. Other sources not quoted.

**Ipecacuanha:** (kg) Costa Rican, spot £12.40 kg nominal, no cif.

**Kola nuts:** £430 metric ton spot; £340, cif.

**Lemon peel:** No spot, £1,000, cif.

**Liquorice root:** Chinese £520, Russian £505 metric ton spot, Block juice £1.65-£1.90 kg spot.

**Menthol:** (kg) Brazilian £7.35; spot £7, cif. Chinese £6.35 in bond, £6.12, cif.

**Nutmeg:** (per metric ton FOB) Grenada 80's £2,950 sound unassorted \$2,650 110's \$2,750, bwb deliveries \$1,750.

**Pepper:** (metric ton) Sarawak black £975 spot, £1,700, cif, white £1,475 spot, \$2,600, cif.

**Pimento:** Jamaican £1,120 metric ton spot, £1,085.

**Podophyllum:** Root Chinese no spot, £400 metric ton, cif.

**Quillaia:** Spot £1,010 metric ton; £720, cif.

**Rhubarb:** Chinese rounds 60 per cent pinky £3.30 kg, spot; £3, cif.

**Saffron:** Mancha superior £740 kg spot, Rio £785.

**Sarsaparilla:** Jamaican £1.70 kg spot, £1.60, nominal.

**Mexican** £1.67 spot, £1.64 cif.

**Seeds:** (metric ton, cif) Anise: China £830 for shipment.

**Celery:** Indian £475 **Coriander:** Moroccan £195 **Cumin:** Indian £700, Iranian £1,000 **Fennel:** Indian £450, Iranian not available. **Fenugreek:** Moroccan and Indian £235.

**Senega:** Canadian £9.20 kg spot, £9.15, cif.

**Syrax:** Turkish natural £5.80 kg spot, £6.05, cif.

**Turmeric:** Madras finger £675 metric ton spot; £480, cif.

**Essential and expressed oils**

**Camphor:** white £0.90 kg spot, £0.86, cif.

**Cinnamon:** Ceylon leaf £3 kg spot and cif.

**Bark, English-distilled** £150

**Citronella:** Ceylon spot, £2.20 kg, £2.10, cif.

**Chinese** £3 spot and cif.

**Clove:** Madagascar leaf, £2.65 kg spot, shipment £2.53, cif. Indonesian £2.40 spot, £2.25, cif.

**English-distilled bud** £38.75

**Palchouli:** Chinese £12.50, kg spot, no cif. Indonesian £10.60 spot, £9.65, cif.

**Peppermint:** (kg) Arvensis—Brazilian £4.90, spot.

£4.90 cif. Chinese £3.60 spot, £3.35, cif. Piperata American from £11 spot, £10.30, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

## IMPORTANT NOTICE

This is to advise all pharmacists that, effective from 1 May, 1979, the Department of Health and Social Security has ruled that Gyno-Daktarin tampons are classified as a drug and are therefore reimbursable on Forms FP10.

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**X6—LEICESTER—** Suburban  
Business—turnover £55,000  
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owner/manager. Dispenses  
approximately 2,000 pre-  
scriptions per month. Property  
for sale or will grant lease. Total  
capital requirement including  
freehold £30,000 including stock  
£12,000.

**X7—NORTHERN CITY—**  
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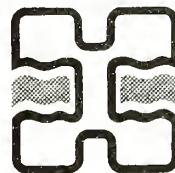
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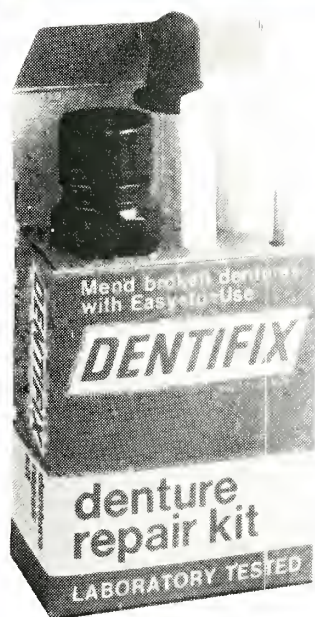
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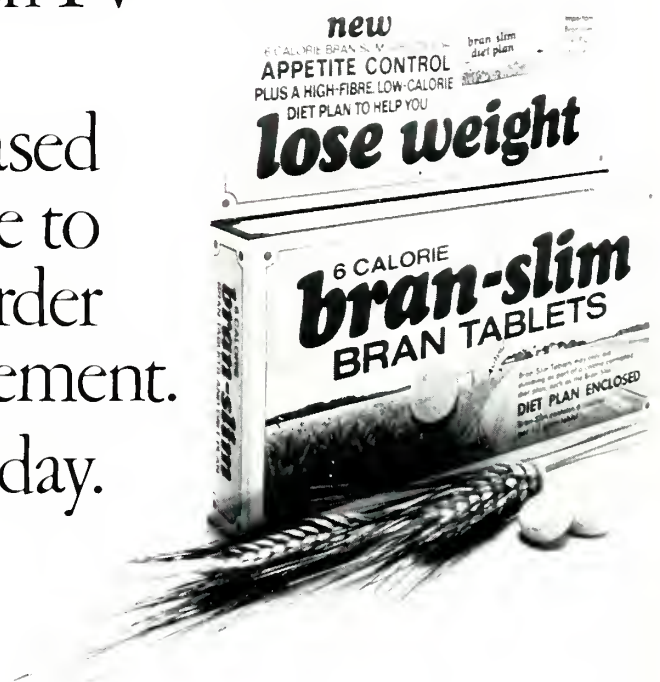
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# Hair care

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## Dandruff — a scaly problem

by A. Li Wan Po, PhD, MPS and D. Rawlings, BPharm, MPS, department of pharmacy, University of Aston

As a medical problem dandruff is trivial. Socially it is an immense problem and vast amounts are spent on its alleviation. It is a common condition amongst men and women and often causes skin irritation, embarrassment and annoyance to sufferers (1). Dandruff is essentially excessive non-inflammatory scaling of the scalp and can be distinguished from seborrheic dermatitis and psoriasis by its appearance although it has been said that great experience is needed to recognise the different types of scalp dermatoses (2).

The absence of inflammation is the most important characteristic which sets dandruff apart from the two other conditions but the presence of hair often makes this distinction unclear. Generally seborrheic dermatitis shows itself not only as scaling but erythema, crusting and quite often its typical greasy scales are found on the face and other parts of the body (2). It tends to increase after middle age and becomes fairly common in the elderly, particularly males (2). Dandruff on the other hand increases after puberty up to the mid-twenties and then decreases with age—it is very rare in people over 75 (2). Seborrheic dermatitis is usually present as circumscribed lesions with indistinct borders whilst dandruff is uniformly diffuse over the surface (2).

Many patients with seborrheic dermatitis have acne due to the overactivity of oil glands in the face, neck and shoulders and in these cases the scalp condition should be dealt with quickly as it prevents successful treatment of the acne (3). In infants seborrheic dermatitis is termed cradle-cap (4) and usually clears rapidly and remains clear. Several preparations are available for this problem. Psoriasis manifests itself as thick silvery scales on an erythematous base and is often found in discrete patches. Fortunately, both psoriasis and seborrheic dermatitis generally respond to the same agents used in dandruff al-

though in refractory cases steroidal applications may be required (2).

It should be noted that the scalp undergoes normal desquamation at all times. These scales adhere to the scalp by sebum and in many instances where patients complain of dandruff the problem can be overcome simply by washing the hair thoroughly two to three times a week with an ordinary shampoo.

The cause of dandruff is a subject which has been investigated for many years and it is only now that a clearer picture of the actual cause is emerging. The scalp is an excellent environment for the growth of micro-organisms and it is not surprising that they have been implicated as the cause of dandruff. The hair acts as a trap for air-borne micro-organisms and the various secretions of the scalp provide a plentiful supply of nutrients. Many types of organisms have

been found on the scalp and in one study 225 different organisms were detected (5).

Three types of organism are always present whether there is dandruff or not: (a) *Corynebacterium acnes* (b) yeasts of *Pityrosporum* and (c) aerobic cocci. The total quantity of scalp microflora is only slightly higher in cases of dandruff but there is almost twice as much *Pityrosporum* present. *P. ovale* is especially prevalent (6) and it is this organism which has been regarded as the major cause of dandruff.

In a recent study (7) Kligman *et al* eliminated the various types of organism present on the scalp one at a time by the use of appropriate antibiotics. After nearly two months of microbial suppression dandruff was still present. The

*Continued on p4*





# A scaly problem of dandruff

*Continued from p3*

authors concluded that the increased number of scalp micro-organisms found in dandruff occurs as a secondary event to the increased nutrients found in the scales and that scalp organisms play no primary role in the pathogenesis of dandruff. It would appear that the role of *P. ovale* in the aetiology of dandruff is now less certain (8).

Ackerman and Kligman have shown that the formation of dandruff is due to an increased mitotic rate in the epidermis (9). This leads to rapid and incomplete keratinisation of the stratum corneum which in turn results in loss of structure and breakdown of cellular complexes which appear clinically as dandruff. Many antidandruff formulations contain an antibacterial agent and as these products appear to work satisfactorily in many cases, it must be reasoned that bacteria and other micro-organisms probably aggravate the dandruff condition.

## Cytostatic agents

Much work has appeared in the literature concerning zinc pyrithione and selenium sulphide as antidandruff preparations. Indeed it has been considered that these two substances are the most effective treatment for dandruff (10). A comparative study of two shampoos containing either zinc pyrithione (Head and Shoulders) or selenium sulphide (Selsun) revealed little difference in effectiveness between them (11). Coal tar was considered equally effective but less acceptable cosmetically (10) although proprietary preparations containing coal tar or coal tar extracts are acceptable and continue to be purchased. Sensitivity to coal tar is possible (12).

A disturbing side effect of selenium sulphide treatment is the excessive oiliness of the scalp found in many patients who regularly use the preparation over long periods (13). This is not uncommon and is due to the enlargement of the sebaceous glands. Use of an ordinary shampoo between successive selenium sulphide treatments effectively reduces the problem. The toxicity of selenium compounds when taken by mouth is well known (14) but the absorption of insoluble selenium sulphide through the scalp is very small and shampoos containing it are considered as safe or safer than other leading antidandruff preparations (15).

Hair loss associated with repeated use of selenium sulphide shampoos has been reported (16) but further work has failed to corroborate these results (17). It would seem that any hair loss observed is due to incorrect use of the preparation or to the condition itself rather than to the preparation (18). Selenium sulphide suspension possesses a faint odour of hydro-

gen sulphide which is exceedingly difficult to mask. Some patients may find this smell unacceptable. Zinc pyrithione and selenium sulphide are said to act by reducing epidermal cell turnover (2). In addition they have both been shown to possess an inhibitory effect on the growth of micro-organisms which may enhance their effectiveness in dandruff and seborrheic dermatitis (19, 20).

It is interesting to note that the formulation of zinc pyrithione preparations in different bases is of great importance in determining its efficiency as an antidandruff agent (21) and illustrates one example where knowledge of the complete formulation maybe a useful aid to the pharmacist in counter-prescribing. Unfortunately, such information is not readily available at present. Manufacturers are reluctant to declare the complete formulae unless compelled to do so by law.

It is to be hoped however that as general practice pharmacists become more involved with advising patients on OTCs the manufacturers will see the benefits of supplying them with more comprehensive data. This would apply not only to shampoos but also to other topical preparations. Such information would be helpful in assessing patient allergies to the different formulation bases, in addition to noting the effect of the base on the response of the condition.

It has been shown (21A) that zinc pyrithione binds strongly to hair and skin. The extent of binding was found to correlate with clinical effectiveness. Adsorption of zinc pyrithione is also dependent on temperature, concentration and frequency of application. Therefore, it is important that patients leave the lather on the hair for at least one minute.

## Microbial agents

Following on from the theory that bacteria and yeasts are the cause of dandruff, many "medicated shampoos" are available on the market. Some of these contain powerful antiseptics and it is argued that they should be used with discrimination and not just for routine use over long periods of time (22). In addition to their antimicrobial activity, quaternary ammonium compounds such as cetrimide and benzalkonium chloride have an advantage in that their detergent action is useful in cleansing the scalp and dislodging adherent scales. Sensitivity of the skin to such compounds has been reported (23).

One of the hazards is the possibility of the shampoo accidentally entering the eye and causing irritation or more serious complications (24). The high concentration of these compounds in some shampoos necessitates high dilu-

tions of the preparation when in use in order that possible skin sensitivity and eye irritation may be avoided. Povidone-iodine, an iodophor, liberates free iodine which is effective against a wide range of organisms (25). Sensitivity reactions have been reported (26). Phenylethyl-alcohol and undecenoic acid are also incorporated as antimicrobial agents in medicated shampoos, the latter having mainly anti-fungal properties (27).

## Keratolytics

Keratolytics such as sulphur, dithranol, urea, salicylic acid and resorcinol make dandruff softer, less adherent and easier to wash out but are stated to be only moderately effective in dandruff (10). The antipruritic properties of salicylic acid and resorcinol (27) have obvious advantages in cases of scalp dermatoses where itching occurs. Sulphur is mildly antiseptic (27), but is chiefly incorporated for its keratolytic action (12) while urea acts by increasing hydration of the outer skin layers (12). Dithranol is widely used in psoriasis (28) but it is a powerful skin irritant and care must be taken to avoid the preparation getting into the eyes (27). Several herbal shampoos claimed to be effective in dandruff conditions are available but reports in the literature on their efficiency in scalp conditions are rare or non-existent.

All these preparations appear to be effective in some cases only for some of the time (22). The reason may be that there are other factors which may aggravate the condition. Lubowe (29) lists causes such as increased nervous tension and "dietary indiscretion" as contributing factors and these may have to be taken into account when assessing the situation. The use of cosmetics such as laquers, sprays and dyes may produce some localised irritation and scaling; dehydration of the scalp caused by hot weather or hair-dryers held too close to the head may also produce a similar effect.

## Summary

For mild forms of scalp dermatoses the pharmacist is in a good position to suggest a useful antidandruff preparation. However if the case is severe or no response is shown to a range of proprietary antidandruff shampoos the patient should be referred to his general practitioner.

Although many preparations are available for the treatment of dandruff (see table) only a handful of active constituents exist. The pharmacist should be familiar with the ingredients in the shampoos in order that a different type of shampoo may be recommended where one type fails to improve the condition. Although poor hygiene does not cause dandruff, it exacerbates existing symptoms (30) so that more frequent shampooing is often effective in controlling mild cases of dandruff.

*A list of references (mentioned as numbers in the text) is available from the author on request.*



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Betadine	Napp		Shampoo
Bristow's antidandruff shampoo	Beecham Proprietaries		Shampoo
Brylcreem Antidandruff Calmurid solution	Beecham Proprietaries Pharmacia	Zinc pyrithione 0.05% Urea 20%	Dressing Lotion
Capitol	Dermal	Benzalkonium chloride 0.5%	Gel
Ceanel	Quinoderm	Phenylethyl alcohol 7.5%, cetrimide 10%, undecenoic acid 1%, hydrous wool fat 5% Cetrimide 17.5%	Liquid
Cetavlon PC	ICI	2, 4, 4 trichloro-2' hydroxy-diphenyl ether 0.03%	Liquid
Clinic medicated shampoo	Elida Gibbs	Dithranol triacetate 1%	Shampoo
Exolan	Dermal	Coal tar fractions 0.25%, sodium sulpho- succinated-undecylenic monoalkylolamide 1%	Cream
Genisol	Fisons	Methyl salicylate 1.5%, oil rosmarin 0.5%	Liquid
Gills medicated dandruff remover	Beautisales		Shampoo
Head and Shoulders	Procter & Gamble	Zinc pyrithione 1%	Shampoo
Interlene	Winthrop	Undecylenic monoalkylolamide, sodium sul- phosuccinate 2%	Shampoo
Lenium	Winthrop	Selenium sulphide 2.5%	Shampoo
Loxene	Reckitt and Colman	Irgasan, strength unstated	Shampoo
Pears medicated shampoo	Elida Gibbs	2, 4, 4 trichloro-2 hydroxy-diphenylether 0.05%	Shampoo
Polytar	Stiefel	Tar 0.3%, cade oil 0.3%, coal tar 0.105%, arachis oil ext of coal tar 0.295%, oleyl alcohol 1%	Liquid
Pragmatar	SK&F	Cetyl alcohol—coal tar distillate 4%, sul- phur 3%, salicylic acid 3%	Ointment
Psoriderm scalp lotion	Dermal	Lecithin 0.3%, coal tar 2.5%	Lotion
Sebbix	Ashe	Sod sulphosuccinated undecylenic mono- alkylolamide 1%, purified coal tar frac- tions 0.25%	Cream and liquid shampoos
Selsun	Abbott	Selenium sulphide 2.5%	Shampoo
Synogist	Maltown	Sod sulphosuccinated undecylenic mono- alkylolamide 2%	Shampoo
Tegrin	Stafford-Miller	Refined coal tar extract 5%, allantoin 0.2%	Shampoo
Vaseline Balanced Care medicated shampoo	Chesebrough Ponds	Trichlorohydroxyphenyl ether 0.2%, phenol 0.02%, cresol 0.015%, thymol 0.05%, quinoline 0.015%	Shampoo
Vaseline Intensive Care shampoo	Chesebrough Ponds	Zinc pyrithione 1%	Shampoo
Vosene	Beecham Proprietaries	Thymol 0.1%, coal tar solution 3.3%, resorcinol 0.03%, rosemary oil 0.1%, bio- min (sod sulphosuccinated undecylenic monoalkylolamide) 2.5%	Shampoo
Wella Care shampoo, alpine medicated	Wella	Salicylic acid 0.5%, organic sulphur compound 0.5%	Shampoo
Wrights Coal Tar shampoo	LRC	Tri-chlorohydroxydiphenyl ether 0.33%, cresol 0.5%	Shampoo
<b>Cradle cap preparations</b>			
Crado Cap	Napp	Cetrimide 10%, cetyl alcohol 15%, lanolin 1%	Shampoo
SCR	Pickles	Salicylic acid 1.5%	Cream



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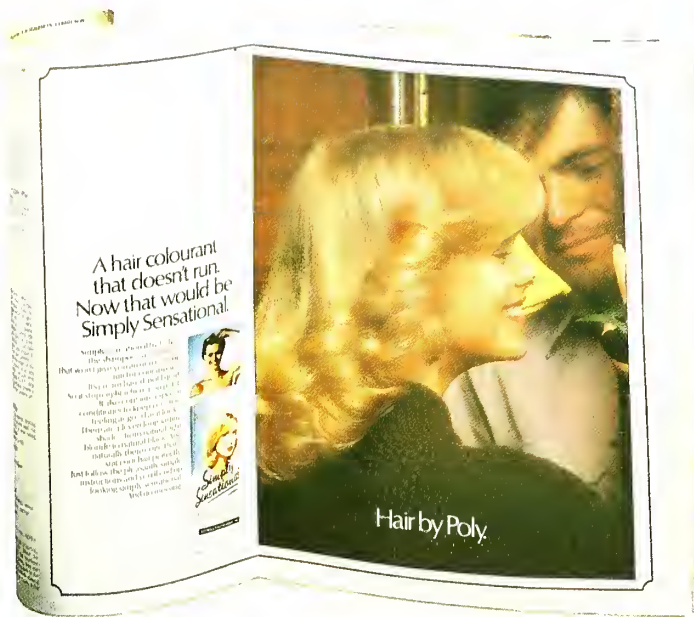
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By Richard Travers, product manager, Reckitt and Colman Ltd

This spring saw the launch of an entirely reformulated, repackaged and expanded range of Supersoft hair care products. The aim of this massive operation by the toiletries division of Reckitt and Colman is simply stated: to put Supersoft amongst the top brands and capture a much bigger share of the £180m (1978) hair care market. For a number of years, Supersoft had occupied a middle position in the hair care market, not one of the top brands, but well-established under a long-standing and well-known name.

The hair care market, particularly the shampoo and conditioner sectors, is constantly changing, both in terms of "fads" and fashions and in terms of more fundamental changes in consumer needs and attitudes. The toiletries division felt that the Supersoft brand, like many others, was becoming less relevant to consumers' needs, and that there was a real opportunity to develop the brand by conducting a fundamental reassessment of those needs and repositioning Supersoft to meet them.

## The consumers' needs

The first requirement was to find out what those needs were. An in-depth consumer research survey, designed to investigate hair care habits and attitudes, revealed some valuable and in some respects, unexpected facts and figures. Here are a few of them:

- Home hair washing by women has increased in recent years. In 1972 35 per cent of the women polled washed their hair at least twice a week; in 1978 it was 53 per cent.
- Mild shampoos are becoming more popular, many women preferring to use baby shampoos rather than adult.
- Teenager antipathy to hairsprays is much less. The percentage of 13-18 year olds using them has almost doubled in the last six years.
- Heated hair care appliances like dryers, tongs, curlers for home use are growing in popularity. Over a four-year period the percentage rose from 43 per cent to 58 per cent.
- The "natural ingredients" phase has faded. It would seem that women now want specialist products that will deal with particular hair problems, eg an oil-free product for greasy hair, one with "body" to give bulk to extra fine hair.

There were strong indications that users wanted specific problem-solvers. That meant a very broad range, for everyone's hair is different, its condition varying from week to week. So an important part of the concept had to be that a more comprehensive Supersoft range must be capable of taking care of all moods and conditions of hair. It had to be genuinely functional and oriented to need.

By offering this all-embracing range,

Supersoft could not only meet the consumer's requirements, but also benefit from her decision to change products. This usually means changing brands, a switch from brand X to obtain the benefits offered by brand Y but not available in X. Because Supersoft would cover the whole spectrum of hair care, brand loyalty could be ensured by keeping the change within the same brand range.

The entire range was identified and then sub-divided into four function groups: shampoos, treatment shampoos, conditioners and hairsprays. In the light of the basic concept, fourteen products were clearly defined. Each had to be produced to the highest possible standard from top quality materials: there would be no question of a "cheap end" of the range.

**Shampoos.** The four variants in this group take care of everyday hair care needs. They are regular (for normal, balanced hair), astringent (for greasy hair), moisturising (for dry hair) and mild and gentle (a response to the increase in home hair washing and use of mild, baby shampoos).

**Treatment shampoos.** Comprises three specialised products to deal with specific hair problems: special formula (for dandruff control), extra volume (for fine, "flyaway" hair) and reconditioner (for hair damaged by heat).

**Conditioners.** The three variants are regular, oil free (for greasy hair) and cream

(for dry/heat-styled hair). The oil-free variant is a key product for it meets a very real need of greasy hair sufferers.

**Hairsprays.** As well as variants for normal and dry hair, two others in this group provide extra hold and soft, light hold. The latter is a new variant developed with the teenager in mind.

The shampoo and conditioner bottle has been totally re-designed and a chunky, functional yet essentially modern shape introduced. Bold, eye-catching labels, co-ordinated across the whole Supersoft range of fourteen products, have been designed to win maximum point-of-sale impact and appeal especially to young people. A striking motif—a stylised silhouette of a woman's head—provide a unifying element distinctive enough to identify the Supersoft "family" of hair care products.

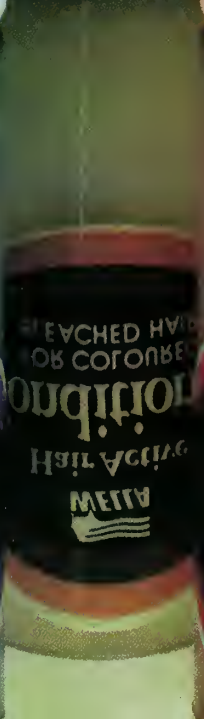
Heavy above and below the line expenditure was regarded as essential for a major launch of this importance. £1m was allocated for press and television advertising over six months from June 1979. Backbone of the campaign will be double page spreads and full colour whole pages in all the leading women's magazines plus bursts of 45-second commercials on national television. The campaign will have back-up from a vigorous below-the-line operation. Well before the end of 1980, we expect to find Supersoft up where we know it has always belonged—with the leaders.





Your customers know  
And this year we're promoting in a  
competition plans to reach  
Soon you'll be hearing about more big  
In the meantime you'll notice  
to the packaging. We've updated Conditioner  
to make them as appealing as possible  
Stronger branding, more shelf appeal –  
make to the hair preparation

# THERE'S BIGGER PROFIT FOR





ust the Wella name.  
way. You already know about our  
30 million consumers.  
gns to help you sell even more Wella.  
nall change—a new look  
reme Rinses, Hair Sets and Shampoos  
e products themselves.  
changes your customers would let us  
they know and trust.

# YOU IN OUR SMALL CHANGE.





# CAN ADVERTISING CLEAR DANDRUFF?

Judge for yourself.

Because throughout 1979 we'll be telling 33 million adults that the medical solution to their dandruff problem is Tegrin shampoo. Not a cosmetic treatment.

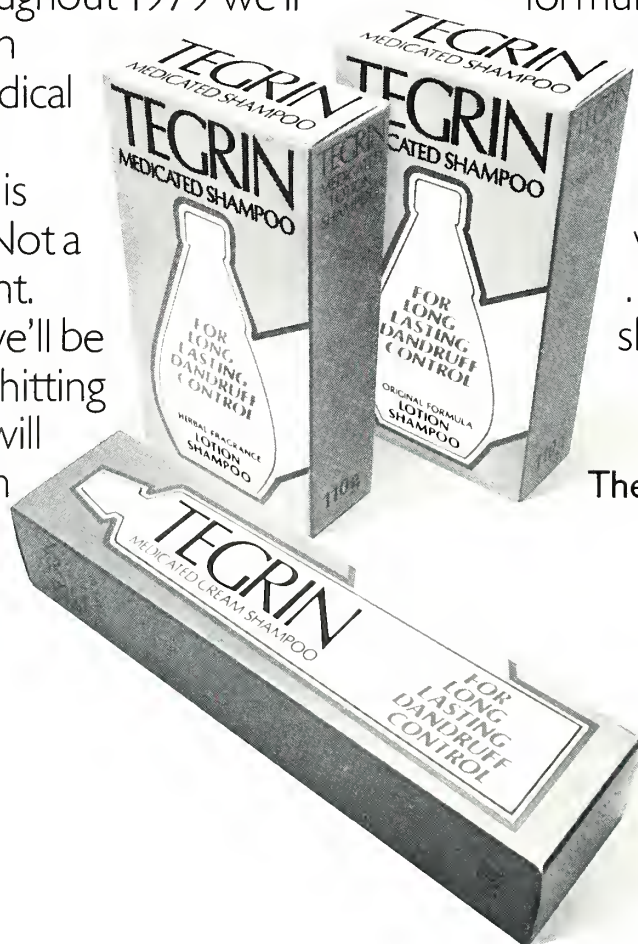
The money we'll be spending on hard-hitting press advertising will explain why Tegrin

is so effective. It has a clinically proven formula of extract of coal tar and allantoin.

With the brighter and better packaging, the campaign for Tegrin won't only clear dandruff ...it'll also clear it off your shelves.

## TEGRIN

The medical solution to dandruff.





# GROOM AND BLOOM

Hair "grooming" is back in style. Hair fashions are now longer and more elaborate and this could be the year of the hairbrush. Addis value the hairbrush market at £12m rrp with at least £8m going through chemists, who also take a £1m slice of £3.2m comb market. Many customers will be buying a brush for the first time and pharmacists should make sure their assistants are able to give knowledgeable advice. Customers expect informed advice, on any subject, at the chemist. That is why they are there, prepared to pay slightly more, and not at the supermarket.

Possibly the first question the customer will ask is—man-made fibres or bristle. Cost is often a determining factor here. Bristle is the "hair" of the boar, hog or pig and consequently is more expensive as its preparation involves a considerable amount of work by hand. There are also brushes which contain a mixture of bristle and nylon. Kent of London who make brushes of both bristle and bristle/man-made fibres say that a blend of good quality bristle and a man-made fibre is better value and much more efficient than cheap all-bristle brushes. Kent say to explain to customers that it is a fallacy to assume that an all-bristle brush is a quality product.

## 'Roughness'

The best brushes, according to Kent are made of bristle because each bristle is composed of overlapping cells giving the brush "roughness". It is this "roughness" that cleans, polishes and stimulates the hair. They say that hair is a natural dust trap and only real bristle can make the hair shine. Addis say that bristle is excellent for people who prefer a softer brush but many people nowadays favour man-made fibres for their firm action, durability and relatively low cost. There is also the question of wood or plastic handles. Plastic can be easily washed without any risk of damage but Addis find that many people are prepared, for the extra luxury look and feel, to take the trouble necessary in looking after a wooden handle.

The next point is to ask the customer how she brushes her hair. This will determine the shape of the brush. The traditional flat-headed oval-shaped brush is suitable for those who do not use a flick-of-the wrist action. Women with long hair are less likely to give that final flick, as it may result in tangling. Addis say this style is suitable also for smoothing the hair but recommend their radial beauty brush for really getting through the hair. These all-round brushes or the

half-rounds should be recommended for those that "flick". The texture of the hair also determines the type of brush. A general rule, say Kent, is the thicker the hair, the stiffer the bristle. Men should also be asked about the texture of the hair and whether they prefer a handled type. Kent say that women often use these brushes themselves and this point should be borne in mind when making up a display.

Although this is a hair care article, remember the other brushes that are often impulse buys and a display of a complete range of brushes can be both attractive and lucrative. Clothes brushes are often bought as presents and nail brushes may be forgotten in the holiday packing. There is also a vogue in the consumer

magazines for "de-sloughing" the dead skin ready for the summer (also advocated in winter for the "older" skin that cannot shed the dead cells so easily) so long-handled back brushes and complexion brushes may be an impulse buy just after reading such an article or an advertisement. Both Kent and Addis make a range of back brushes and Kent also have a range of bristle complexion brushes.

Hair decorations, which had a good year last year, are expected to be in demand again this year. The greatest impact in this sector could have been the film "Grease" with the 1950s look of the pony tail. A good summer would also boost sales—girls are more likely to decorate hair that is framing a tanned face, than a wan, winter one. Ravina have just launched the Celeste range, aimed at an audience aged 16 to 45. Blister-packed, the range is available in 20 styles with a self selection stand.

However Ray Duckers, marketing director, is not certain whether the independent chemist will get his due share of this estimated £6m market. He says there are still some chemists who believe that a woman will not pay more than 50p for a hair decoration. He believes that hair accessories fall into the luxury market and that a woman wants to buy quality products. Ravina's research has shown this. Women "didn't want to rummage round in the 'cheapy' tray with chipped combs". They found they wanted interesting as well as useful decorations so Ravina have come up with lacquered and embroidered leather hairbands, wood and bamboo barettes plus a range of combs and pony tail holders and slides.



Courtesy of Addis Ltd



Courtesy of Kent of London



# The exciting new Casual Balance pH conditioners



## from Gillette



# But really, are they worth bothering about?

- \* They're new and different (and each is the product of years of Gillette research and testing). Four conditioners for four different hair types. And each restores the correct pH balance to the hair. No other conditioners do that.
- \* Special formula for each hair type. Special oil-free formulas for normal and greasy hair. Balsam and 'body and balsam' formulas for dry and fly-away hair.
- \* Guaranteed spend of £200,000 in the first five months, all in women's colour magazines. And when Gillette say they'll spend, they'll spend.
- \* Guaranteed growth. The market is already growing and Gillette's big entry will make the market grow even faster.
- \* Proven fast turnover. The use up rate for conditioners is 5½ bottles per year per user. That's more than shampoo.
- \* Promised bonus and high margins, with heavy launch discounts on a really competitive R.S.P.

## In a word, Yes!



# Chemists ahead . . . but for how long?

The chemist still dominates the hair care market, valued at £155m in 1978. The *IPC Cosmetics and Toiletries Survey 1978* showed an increase in purchasing from chemists for all hair care items in 1978 compared with 1977 except for hair colourants and bleaches which lost out marginally to department stores.

However it has been suggested that grocers are gaining ground in the shampoo and hairspray sectors but on the other hand it is predicted that the chemist will become an increasingly important outlet in the next few years. Some manufacturers have found that their distribution and pricing policy to non-chemist outlets is beginning to prove expensive.

## Shampoos

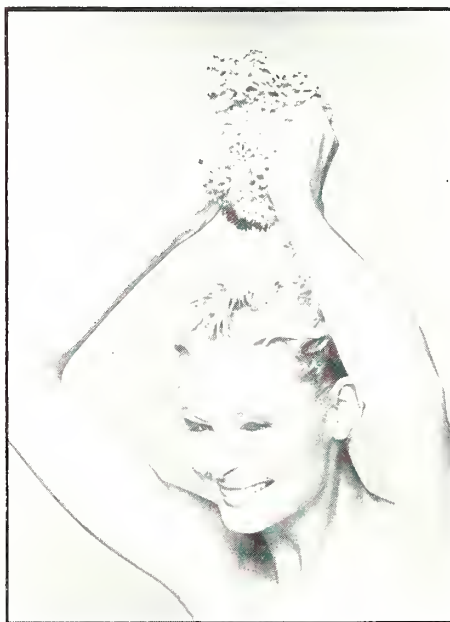
There is still low brand loyalty in this sector, a fact unlikely to change and this coupled with the high advertising and promotional spend on shampoos has resulted in a continuing battle among the manufacturers. Estimates of the market value range from £55m to £64m, with chemists accounting for about a £30m share. According to the *IPC survey* Sunsilk maintained its brand leadership, with a 12 per cent share, Vosene in second place (10 per cent) and Head and Shoulders (9 per cent) coming up to the third place from fifth in 1977; Silvikrin previously in joint second place dropped to joint third.

However the Mintel report, published also in March, puts Head and Shoulders as brand leader with a 12 per cent share, second Silvikrin and in third place, Sunsilk. Medicated shampoos now account for almost 40 per cent of the market. For the first time Abbott are to promote Selsun treatment shampoo to the consumer. Advertisements are to appear in leading women's magazines and *Reader's Digest* from July and there will be a dispenser pack available.

There has been a lot of activity on the shampoo front. Two ranges of "treatment" shampoos have been launched in the past year, Wella's Crisan range last September and L'Oréal's Garnier Réponse this March. Colgate-Palmolive introduced Woodleigh Green in January this year and in April Bristol-Myers put their Natural Balance shampoos on test market in the Westward, Harlech and Southern television areas with commercials showing in April, May and July. Wella say that the launch of Crisan was "extremely successful" and they have introduced a 15ml trial offer size in all four variants. Also over the next three months there will be an extensive Press advertising campaign with black and white and colour spreads in the *Observer*, *Observer Magazine*, *Sunday Telegraph*, *Daily Mail*, *Cosmopolitan*, *Company*, *Scottish Daily Express* and *Woman's World*. Colgate-Palmolive say that the

distinctive advertising for Woodleigh Green has led to a "high degree of awareness" among consumers. Henna Hair Health launched a gloss shampoo for black hair, especially effective for "afro" hair.

Major relaunchees have also been a feature on the hair scene since the last hair care feature, Corimist in February, Silvikrin and Supersoft in April. Johnson and Johnson say that following their relaunch of their baby shampoo in April 1978 unit sales through chemists increased by 34 per cent and by as much as 50 per cent in the television advertised areas. A major national television campaign, worth £250,000, is planned for



Courtesy Gillette UK Ltd

1979 and two new commercials will be shown during August, September and October.

## Conditioners

This sector has shown the greatest degree of buoyancy in respect of sales and the market is now worth an estimated £15m to £18m. In 1978 there was a 15 per cent volume increase and about 40 per cent all women in the UK now use a conditioner or cream rinse and 50 per cent of these use one at least twice a week. Conditioner sales peak during the summer months when hair is more likely to be damaged by over exposure to sea and sun and when hair bleaches also reach peak sales. Inecto have found that the summer selling peak can be 61 per cent above sales for the rest of the year. The company believe that the trend is also to deep-action cream such as their peach nut oil and oil of avocado.

Brand leader, according to the *IPC Cosmetics and Toiletries Survey* is still Alberto Balsam with a 21 per cent share, compared to 17 per cent in 1977. Wella is still in second place but Cream Silk has been ousted from third to fifth

position by Boots own with Avon fourth. Vitapointe dropped from 5 per cent to 2 per cent.

Two new conditioners have appeared on the market in the past month, Agree by Johnson Wax and Gillette's Casual Balance. Johnson Wax have just announced an annual budget of £800,000 for Agree, to be split between Press and television. Three commercials are to be used in rotation and the first burst starts May 12. The theme will be to contrast Agree's 99 per cent oil-free formula with the oil content of other conditioners. A Press campaign in women's magazines starts in June.

In March Fassett and Johnson, who distribute the Nestle Lemur range, introduced henna conditioning shampoo (170ml, £0.69) and henna premixed neutral conditioner (170ml, £0.79). Natural Balance by Clairol was relaunched in January with an up-dated pack to give the product more shelf impact. Bristol-Myers claim it is currently number four in the market.

Chemists increased their share of the conditioner market in 1978, with 61 per cent of the survey naming a chemist as last place of purchase, compared with 59 per cent in 1977. However Inecto believe that chemists should consolidate this market share now before more grocers start stocking the products (9 per cent of "last place of purchase" was grocers, compared with 8 per cent in 1977).

## Hairsprays

Growth in volume in this market has been fairly slow over the past year. According to the *IPC survey*, the total using a hairspray "in the last two weeks" (at time of survey) was 41 per cent compared with 47 per cent in 1977. However in value it is an important sector, valued at £55m to £58m. Brand loyalty, though higher than in the shampoo sector, is still fairly low. Sunsilk is again the brand leader, by a fairly large margin, with a 23 per cent (25 per cent in 1977) share and the other Elida Gibbs' product Harmony in second place with a 17 per cent share. Silvikrin lies in third place with 15 per cent. Supersoft increased its share from 7 per cent in 1977 to 10 per cent.

As previously mentioned the Silvikrin and Supersoft ranges have recently been relaunched and this may have an impact on next year's shares. Corimist with a stable 2 per cent share have also relaunched. Elida Gibbs launched an "up-market" hairspray Genève last November.

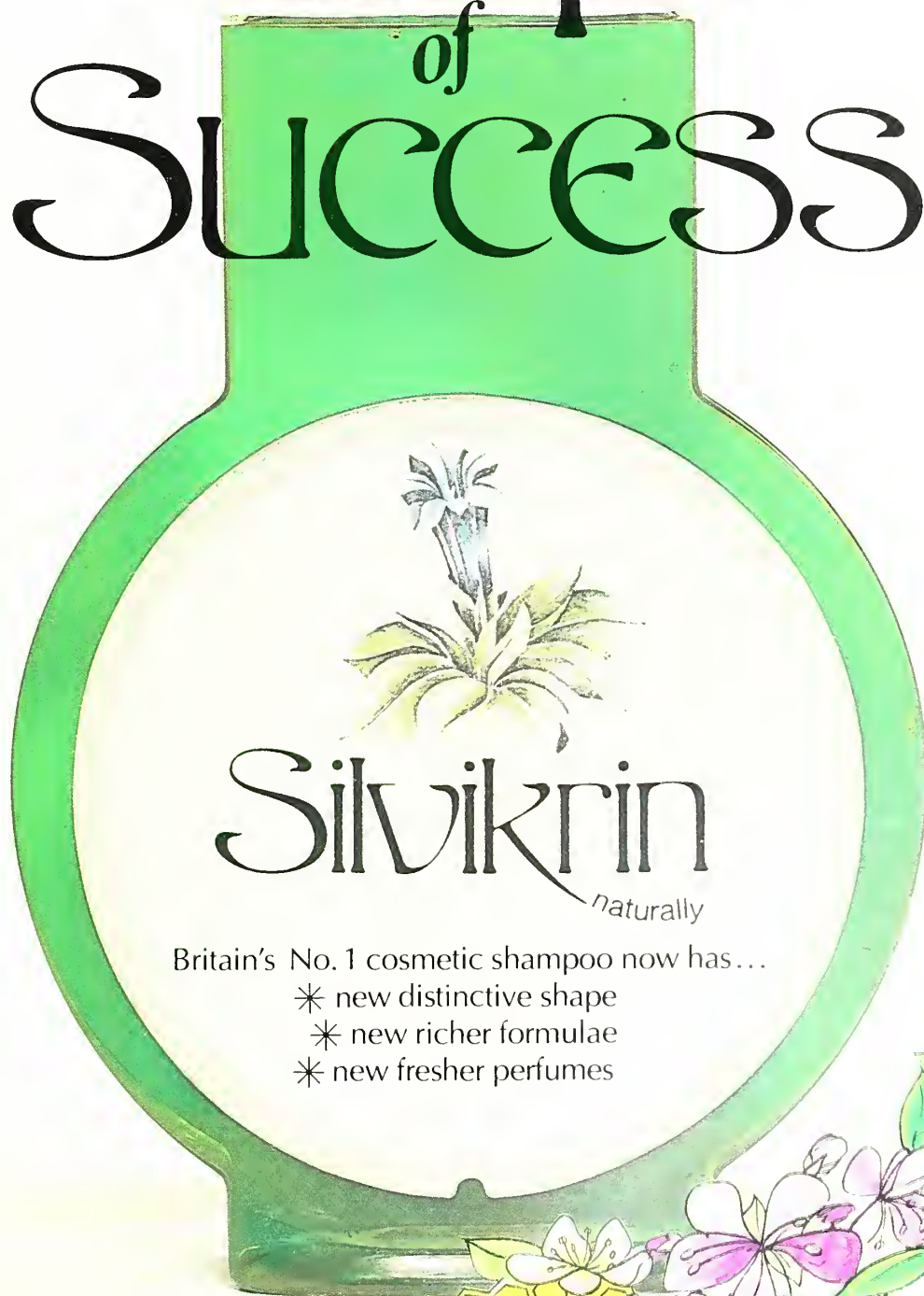
## Colourants

Within this sector there has been a definite shift towards the permanent

*Continued on p20*



# The Shape of Success...



Britain's No. 1 cosmetic shampoo now has...

- \* new distinctive shape
- \* new richer formulae
- \* new fresher perfumes

BEECHAM  
TOILETRIES

-sell through faster.

# Clairette — the new one

by Eric Fraser, R&D manager  
Bristol-Myers Ltd

The three basic parts in the structure of a human hair are the cuticle, the cortex and the medulla. The outermost portion, the cuticle consists of five or six layers of overlapping plates, which are normally very close fitting, protecting the hair against penetration and attack by chemical agents.

The cortex forms the bulk of the hair, and is made up of spindle shaped cells, which are oriented along the length of the hair shaft. This part of the hair contains those cells responsible for the natural colour of the hair, and is also the site for the action of permanent hair colourants. The central medulla, which is made up of hollow cells, contributes little to the chemical or mechanical properties of the hair fibre.

A permanent hair colourant consists essentially of the dye mixture, and an oxidant, normally hydrogen peroxide. In order to facilitate penetration of the cuticle, the molecules of these materials are essentially very small, and of relatively simple chemical structure.

Conventional products of this type also contain ammonia, which swells the cuticle, thus allowing the dyes and oxidant to pass through to the cortex. Here the components interact to form larger, more complex molecules, which are responsible for the final colour effect, and which are too large to escape back through the cuticle layer. Thus the colour is permanent.

The presence of ammonia in the product has a number of disadvantages. It has a pungent smell, it makes the eyes water, and it can sting the scalp and hands during application. Due to the softening action of ammonia on the cuticle, it is preferable that a permanent colour treatment is accompanied by some sort of conditioning process. The chemical nature of the ammonia however, imposes severe limitations on the types of conditioning agent which can be incorporated into the colourant, and an additional conditioning step is often necessary in order to get a good result.

Clairette works in exactly the same way as a conventional product, the difference being that penetration of the dyes is achieved using a much less noxious reagent than ammonia. So natural, fade-resistant colours are obtained, from a product which does not have the overpowering fumes of ammonia, and which is generally much more pleasant to use.

In addition, the absence of ammonia means that it is now possible to incorporate into the product a substantial amount of a unique conditioning system. The final effect is more lustrous, and the hair more manageable, without the use of additional conditioning rinses.

Courtesy of Bristol-Myers Ltd



## The market reviewed

*Continued from p18*

colours and away from the semi-permanents. Elida Gibbs who relaunched Melody, previously a semi-permanent, as a permanent hair colour in March, say this is because the permanent colours have become softer in the past few years, thanks to new techniques. Permanent colours are no longer associated with harsh, strong colours that looked obviously "dyed" and re-application is now much easier being by a shampoo method rather than root re-touching. Permanents cover grey hair better and by their nature last longer.

Clairol are the leading manufacturers in this £20m market with a 30 per cent share. Their closest competitors are Elida Gibbs with 22 per cent and L'Oreal with 20 per cent. However on individual products Harmony retain brand leadership with a 23 per cent share, and Nice N'Easy second with 13 per cent although some surveys reverse these ratings.

Clairette, the colourant without ammonia has just been released, by Clairol after a successful test run in the north. Television advertising for the product starts in June with a £500,000 budget. Clairol are also to advertise Loving Care on television for the first time and the commercials will be seen throughout May in the Granada, Tyne Tees and ATV areas.

Grecian 2000 is also to be advertised on television in London and the south.

Advertisements will also appear in the popular national Press throughout the year. The Poly range of products from Halls Hudnut are being promoted with a £200,000 spend in women's magazines from April until the end of the year and there is a new dispenser available to take the entire range.

### Home perms

During 1978 this was one of the fastest growing sectors in the hair care market but the trend may not be continued in 1979 with a decrease in use by the younger consumers. Elida Gibbs, with Pin-up and Twink account for 41 per cent share of the market but brand leader is Gillette's Toni with Richard Hudnut's style in second place with an almost equal share.

The Toni perms range is to receive a boost this year in the form of a £100,000 concentrated advertising programme in women's magazines during the three months prior to Christmas—annual buying peak in this market. Paul Rutherford, brand manager for Toni, foresees considerable product improvements in this sector. Feeda, the hair straightener from Kirby Pharmaceuticals, has achieved a volume sales increase of 190 per cent over the past three years. During 1979 it is to be completely repackaged to emphasise its appeal to younger consumers with advertising planned in younger women's journals.



...for  
both of  
us!

Silvikrin Hairspray, already No. 1 in Grocers and No. 2 in Chemists, is getting into shape for total market leadership with...

- \* new modern pack
- \* new lighter fragrance
- \* new formula for **more natural hold** ...than any other brand

The Shape of Success  
will be backed by

**£1<sup>3</sup>/<sub>4</sub>m**

on TV, Press, Radio and Posters.

And that spells success for both of us!

NEW  
Silvikrin  
*naturally*



BEECHAM  
TOILETRIES

-sell through faster.

# Away with grey hair in one easy application

Works in minutes!



Millions of bottles  
sold since 1938

- Don't lose out on sales
- No delay. Get Evanol from over 60 wholesalers or direct from us.
- Extra discount terms available.
- Advertised in women's magazines.
- Free colour charts available.

**Simplex Hair Dyes.**  
**Evanol semi-permanent colourants.**  
**Evanol Henna.**

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## LANDAW Hairbrushes and Combs. The Profitable Range.

Maximise your profits and turnover from your hair care counter.

Landaw combs and Amberglo brushes come in compact stands that maximise use of your counter space.

They're high quality so they sell fast, and the brushes unique packs allow quick & simple inspection by customers.

The Amberglo brush range is manufactured in France, and

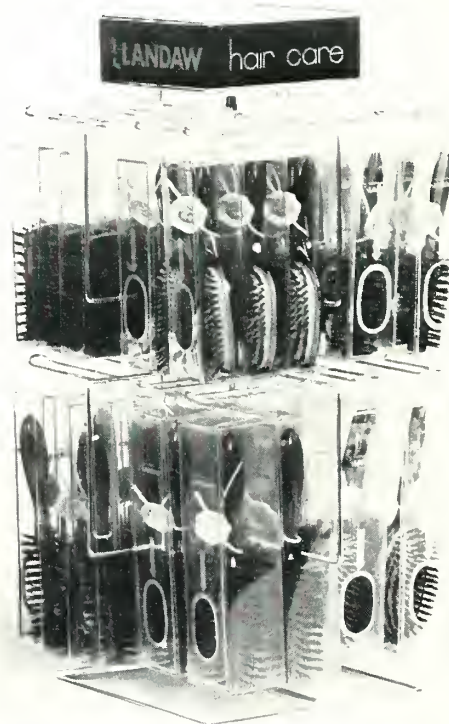
all are made in high quality bristle or bristle mixture.

The comb range includes shell-look or simulated bone.

All these Landaw products will command a premium price on your counter.

Re-ordering is easy, delivery is rapid and we have a nationwide agency network.

So, make the most from your hair care counter.



Call us now, L. Landaw and Co, Ltd, 154/156 Manor Park Rd., London NW10 01-965 9381.



# Winner by a clear head.



## **First for Chemists**

Chemists' customers buy more, spend more on Head & Shoulders than on any other shampoo.\* It's the most profitable dandruff shampoo for you to stock – in all its sizes.

Each of its sizes is designed to satisfy a particular demand.

## **First for Customers**

Head & Shoulders really works. Its unique formulation includes zinc pyrithione, so that with regular use Head & Shoulders

clears dandruff that ordinary dandruff shampoos leave in the hair. Head & Shoulders suits all hair types, and leaves hair soft, manageable and shining.

\*Independent Retail Audit

# From Garnier Laboratories, Paris: a totally new idea in hair care.



## 5 problem-solving shampoos that also leave the hair beautiful.

In France, Garnier Laboratories is a leading and respected name in hair care. Most recently, for its introduction of the Réponse de Garnier range of shampoos.

In little over a year, the Réponse range has claimed a 7.1% brand share in France and 5% brand share in Italy. And now it's being introduced in this country.

The thinking behind Réponse is brilliant, but simple. It opens up a completely new market:

A market for women who are looking for a shampoo that answers (thus, the name Réponse) a particular hair problem, but also has a beautifying, cosmetic effect.

Look at the labels and you'll see that this range of 5 shampoos answers every sort of hair problem.

The Réponse range is being launched with a £500,000, 5-commercial (1 commercial per shampoo) TV campaign starting in May, with similar support planned for the future.

And it's just the start of Garnier Laboratories' activity in Britain.

 **GARNIER**  
LABORATORIES PARIS

THE NEW RÉPONSE DE GARNIER RANGE OF SHAMPOOS. STANDARD SIZE 150ml. RSP 90p. AVAILABLE FROM YOUR USUAL WHOLESALER.